



Research Paper

## Comparative Analysis of Tiktok Marketing based on Buyer and Seller Perceptions

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### Abstract

The purpose of this study was to examine the perceptions of buyers and sellers in Bandung regarding the use of TikTok for marketing. This study used a quantitative approach with descriptive methodology, involving 100 buyers and 100 sellers as respondents. The questionnaire was used as a research instrument and accidental sampling technique. The findings of this study: 1. Sellers showed high enthusiasm for five of the six dimensions of benefits obtained from using TikTok marketing. 2. Sellers showed more enthusiasm than buyers for context, communication, collaboration, and connection. 3. Sellers' perceptions of the benefits of TikTok marketing surpassed buyers. 4. In social media marketing, sellers showed a much higher level of enthusiasm than buyers. 5. Of the six dimensions of social media marketing content, sellers outperformed buyers. 6. The seller's perception of the dimensions that must be evaluated from TikTok's marketing content is superior to the Buyer's perception.

**Keywords** *Tiktok marketing; Digital Marketing; buyer; seller*

### INTRODUCTION

Tiktok is a video-based application that is currently very popular with Indonesians, especially during the global pandemic, and has caused many changes in the lifestyle of Indonesians and created new trends in all aspects of life. The change in trading methods was due to government policy during the pandemic, which prohibited all citizens from gathering and conducting offline activities, causing many economic actors to decrease their sales and stockpile up, resulting in significant losses. Therefore, a solution was needed to rebuild the community's economy. TikTok marketing has emerged as a powerful tool for brands seeking to engage with consumers in innovative ways. The platform's unique algorithm and short-form video format facilitate direct and personal connections between brands and users, particularly through the use of micro-influencers. These influencers, despite having smaller followings, often maintain a closer relationship with their audience, which can lead to higher levels of trust and engagement than traditional advertising methods (Yanti & Sulhan, 2023). This intimacy allows brands to communicate their messages more effectively, as followers are more likely to perceive micro-influencers as relatable and authentic (Yanti & Sulhan, 2023; Barta et al., 2023). Furthermore, the integration of humor and enjoyable content significantly enhances user experience, which in turn increases the likelihood that users will follow accounts and engage with the content (Barta et al., 2023). This trend highlights a shift in consumer culture toward valuing authentic narratives and self-brand connections, as evidenced by the vitality of content featuring celebrities engaging in relatable activities (Su et al., 2020). Additionally, the effectiveness of TikTok marketing strategies is further supported by studies showing that campaigns focusing on brand awareness lead to higher purchase intentions among millennials (Gesmundo et al., 2022). As brands continue to adapt to the evolving digital landscape, leveraging TikTok's unique capabilities will be crucial for maintaining consumer engagement and driving sales (Rohman & Hidayat, 2024; Sun & Zhang, 2024). TikTok marketing has emerged as a powerful tool for brands seeking to engage with consumers in innovative ways.

TikTok marketing has become increasingly important for both sellers and buyers, fundamentally transforming the landscape of digital commerce. TikTok offers sellers a unique platform to engage with a vast audience through creative and interactive content. The platform's algorithm allows for organic reach, enabling brands to connect with potential customers more authentically than traditional advertising methods (Wiwarottami & Widyatama, 2023; Darmatama & Erdiansyah, 2021a). Research indicates that promotional content on TikTok, particularly when combined with influencer marketing, significantly influences consumer purchasing decisions (Mussa, 2023; Pongratte et al., 2023). This is particularly relevant in sectors such as beauty and fashion, where visual appeal and brand storytelling play crucial roles in attracting consumers (Su et al., 2020; Nur et al., 2023). Utilizing features like live streaming and user-generated content further enhances engagement, making it easier for sellers to showcase their products and foster a sense of community around their brand (Purwandani et al., 2023; Sabila & Andni, 2023). Thus, TikTok is a powerful tool for sellers to not only promote their products but also build lasting relationships with their audience. For buyers, TikTok marketing enhances the shopping experience by providing entertaining and informative content that aids decision-making. The platform's emphasis on authentic narratives and peer recommendations creates a more trustworthy environment for consumers, which is crucial in today's market where skepticism toward traditional advertising is prevalent (Izza et al., 2024; Rosiyana et al., 2021). Studies have shown that TikTok influencers can significantly sway users' buying intentions, as their endorsements often feel more relatable and genuine than conventional advertisements (Akbari et al., 2022; Bryan & Alvin, 2023). Additionally, the integration of e-commerce features within TikTok, such as the TikTok Shop, simplifies the purchasing process, allowing users to buy products directly through the app (Nur et al., 2023; Montag et al., 2021). This seamless experience not only boosts consumer confidence but also encourages impulse buying because users can easily transition from product discovery to purchase. Overall, the significance of TikTok marketing lies in its ability to create a dynamic and engaging shopping environment that benefits both sellers and buyers, fostering a new era of socialcommerce.

The significance of TikTok marketing research is highlighted by its profound impact on consumer behavior and brand engagement, particularly among Generation Z, making it essential for brands to understand its dynamics to leverage the platform effectively. Studies have indicated that TikTok advertisements significantly influence purchase decisions, establishing a strong correlation between engaging content and increased purchase intentions (Darmatama & Erdiansyah, 2021a). The platform's unique algorithm enhances content visibility, fostering brand awareness and loyalty (Mahmud et al., 2024; Izza et al., 2024) and shaping market trends and consumer preferences (Sibulan & Limos-Galay, 2024). Furthermore, the effectiveness of influencer marketing on TikTok empowers creators and small businesses, contributing to a more inclusive digital economy (Izza et al., 2024; Purwandani et al., 2023). This study is different from previous studies because in this study, it takes a research area that has not been studied by Sibulan and Limos-Galay (2024) explain a lot about the relationship between variables. Still, in this study, the researcher examines a comparison of buyer and seller perceptions regarding TikTok's marketing.

The Tiktok phenomenon is also widely used for entertainment and for buying and selling. The objective of this study is to examine the perspectives of both buyers and sellers in Bandung concerning TikTok marketing. By exploring TikTok's marketing strategies, researchers can provide valuable insights that inform academic discourse and practical applications in digital marketing.

## LITERATURE REVIEW

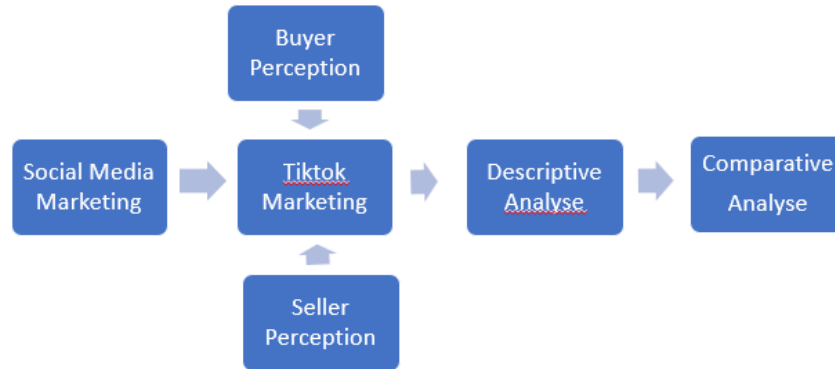
### Social Media Marketing

Dave Chaffey highlights the significance of social media marketing in fostering active connections between businesses and their brands, emphasizing the tracking and facilitation of customer interactions and engagement across various online platforms, including company websites, social networks, and third-party websites (Chaffey et al., 2019). Haurer (2020) in Setianingsih and Aziz (2022) introduced a concise framework to grasp the essence of social media, consisting of four essential dimensions. The first dimension, the context, explores how the digital environment molds narratives and influences communication strategies, whether for capturing audience attention, sharing knowledge, or facilitating business interactions. The communication dimension revolves around the entire process of information exchange on social media, encompassing active listening, responding to feedback, and delivering meaningful contributions. The collaboration dimension, the third dimension, underscores the importance of cooperative efforts to boost productivity and create synergistic content. Finally, the Connections dimension emphasizes the value of feedback mechanisms and the nurturing of pre-established relationships to foster ongoing engagement and familiarity within the digital landscape. This framework encapsulates the multifaceted nature of social media dynamics.

### TikTok Marketing

TikTok is a prominent social media platform with a distinctive focus on video content creation. Users of TikTok are equipped with user-friendly tools that enable the effortless production of visually appealing short videos. This is made possible through the app's captivating signature effects, such as video effects and an array of creative filters. TikTok has earned its widespread popularity due to the abundance of trending content continuously generated on the platform and its intuitive usability. Anyone, regardless of age, gender, or interests, can readily engage with TikTok's diverse content, ranging from content challenges to personal logs and reviews, making it an inclusive and versatile platform for a broad audience (Susilowati, 2018). TikTok, a social media application focused on short videos, offers users a wide array of unique and captivating special effects that can be seamlessly integrated into their content. This enables users to craft short videos with impressive and eye-catching outcomes, which are perfect for sharing with friends and fellow users. TikTok's extensive music library further enhances the platform, enabling users to create content that involves dance, freestyle performances, and other activities, thereby stimulating their creative potential as content creators. The advantages of the TikTok application according to Susilowati (2018) are as follows: For Your Page (FYP) feature, Lots of New Challenges, make videos easily., Many interesting effects and filters, Music Available in Application, You can save videos directly from the application., Blue Ocean for Influencers. Tiktok Marketing Buyer content is based on the dimensions from Milhinhos (2015) quoted in the journal (Amalia & Nurlinda, 2022) as follows: relevance, accuracy, value, easy to understand, easy to find, and consistency. According to Gunelius (2011), the dimensions of social media marketing consist of content creation, sharing, connecting, and community building.

The conceptual framework of this study can be explained in Figure 1.

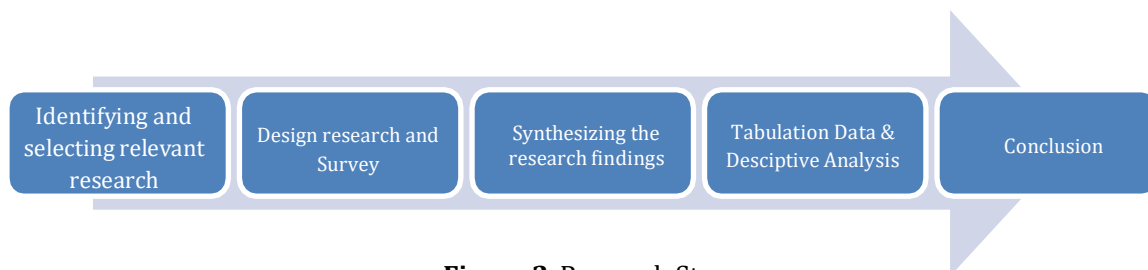


**Figure 1.** Conceptual Framework

**RESEARCH METHOD**

This research adopts a quantitative research methodology that employs a descriptive approach. The study surveys both buyers and sellers in Bandung's city. Social media the studied market is TikTok marketing, with dimensions adopted from various reviewed journals. The dimensions of the tiktok marketing variables adopted in this study include the benefits obtained when implementing tiktok marketing from various sources. The dimensions of social media marketing, according to Haurer in [Setianingsih and Aziz \(2022\)](#), consist of context, communication, collaboration, and connection. The dimensions adopted by [Susilowati \(2018\)](#), namely the For Your Page (FYP) feature, are new challenges, ease of making videos, interesting effects, and filters. There is music in the application, there is video storage, and a blue ocean for influencers. The dimensions adopted by [Gunelius \(2011\)](#) include content creation, sharing, connecting, and community building. The dimensions adopted from [Milhinhos \(2015\)](#) are as follows: relevance, accuracy, value, ease of understanding, easy to find, and consistency. The dimensions that must be evaluated by the company to produce TikTok content are adopted from [Karr \(2016\)](#) reader cognition, sharing motivation, persuasion, decision-making, and life factors.

This research employs a descriptive statistical analysis approach to examine the population of buyers and sellers using the TikTok application. Because the exact population size is unknown, the Cochran formula was applied to determine the sample size with a 10% margin of error, z-value for 5% deviation, p-value = 0.5, and q-value = 0.5, resulting in a sample of 100 buyers and 100 sellers. This study adopted an incidental sampling technique for data collection. The research data were collected by distributing questionnaires. The data analysis methodology encompasses descriptive statistical analysis, beginning with univariate analysis, followed by comparative testing to draw meaningful insights from the collected data.



**Figure 2.** Research Stage

In the research methodology stage, the steps we took were as follows:

1. Identify journals that are relevant to the research theme using the keyword TikTok.
2. Synthesis of the findings of relevant journals.
3. Create a research design using research instruments in the form of questionnaires, determine the number of respondents, and employ sampling techniques.
4. The data were tabulated and then descriptive data analysis was conducted using average values and percentages.
5. Conclusion.

## FINDINGS AND DISCUSSION

### Buyer and seller profiles

The respondent profile shows the demographic characteristics of the respondents or research samples from 100 buyers and 100 sellers.

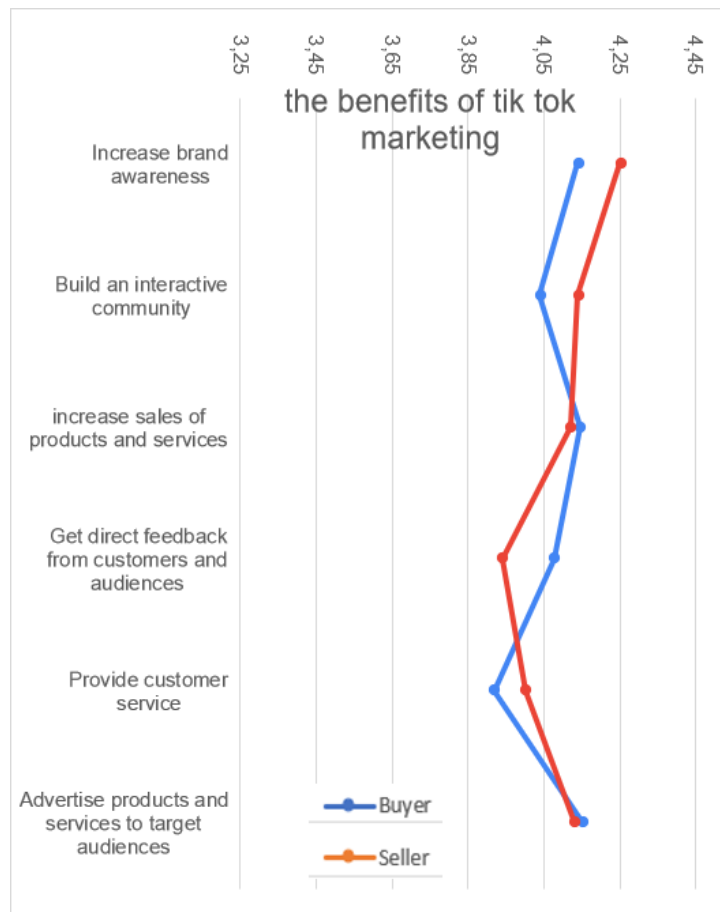
**Table 1.** Buyer and seller profiles

No	Variables	Description	Bu Qty	yer %	Sel Qty	ler %
1	Age	< 20 yr	6	6%	15	15%
		21 - 25 yr	58	58%	55	55%
		> 26 yr	36	36%	30	30%
2	Gender	Man	35	35%	46	46%
		Woman	65	65%	54	54%
3	Time Period to Know Tiktok	< 2 yr	68	68%	53	53%
		2 yr - 5 yr	30	30%	47	47%
		> 5 yr	2	2%	0	0%
4	Duration of tiktok Using	< 30 minute	37	37%	23	23%
		> 30 minute	63	63%	77	77%
5	Frequency of opening the Tiktok	< 3 time a day	46	46%	28	28%
		> 3 time a day	34	34%	48	48%
		Every moment	20	20%	24	24%
6	Education	High School	11	11%	20	20%
		Diploma	10	10%	16	16%
		Bachelor	70	70%	60	60%
		S2/S3	9	9%	4	4%
7	Job	Student	18	18%	25	25%
		Private	10	10%	5	5%
		Civil Servant	6	6%	16	16%
		Entrepreneur	31	31%	29	29%
		Etc	35	35%	25	25%
8	Net Income Montly	< 2 Million	34	34%	25	25%
		2 - 5 Million	39	39%	47	47%
		5 - 10 Millon	19	19%	23	23%
		> 10 Million	8	8%	5	5%

Source: processing Data 2023

Table 1 presents some noteworthy trends among both buyers and sellers on TikTok. First, the dominant age group falls within the 21–25 years age range, indicating that TikTok’s active and engaging content, which blends online and offline activities, particularly resonates with young individuals known for their creativity and curiosity. Additionally, in terms of gender, women are the predominant users among both buyers and sellers. This underscores the platform's appeal to diverse demographics. Furthermore, both buyers and sellers have been active on TikTok for approximately two years, suggesting a growing interest in TikTok marketing. regarding usage duration, most buyers and sellers spend over 30 min on TikTok. Moreover, buyers tend to open the TikTok application three times a day, whereas sellers tend to do so more than three times daily, indicating high levels of engagement. In the realm of education, buyers encompass various backgrounds, whereas sellers are predominantly entrepreneurs. Finally, net income for both buyers

and sellers is most commonly in the 2–5 million range, emphasizing the potential economic significance of TikTok marketing for a broad spectrum of users.



**Figure 2.** Benefits of Tiktok Marketing

### **Point 1, Buyer and seller perceptions of the benefits of TikTok Marketing**

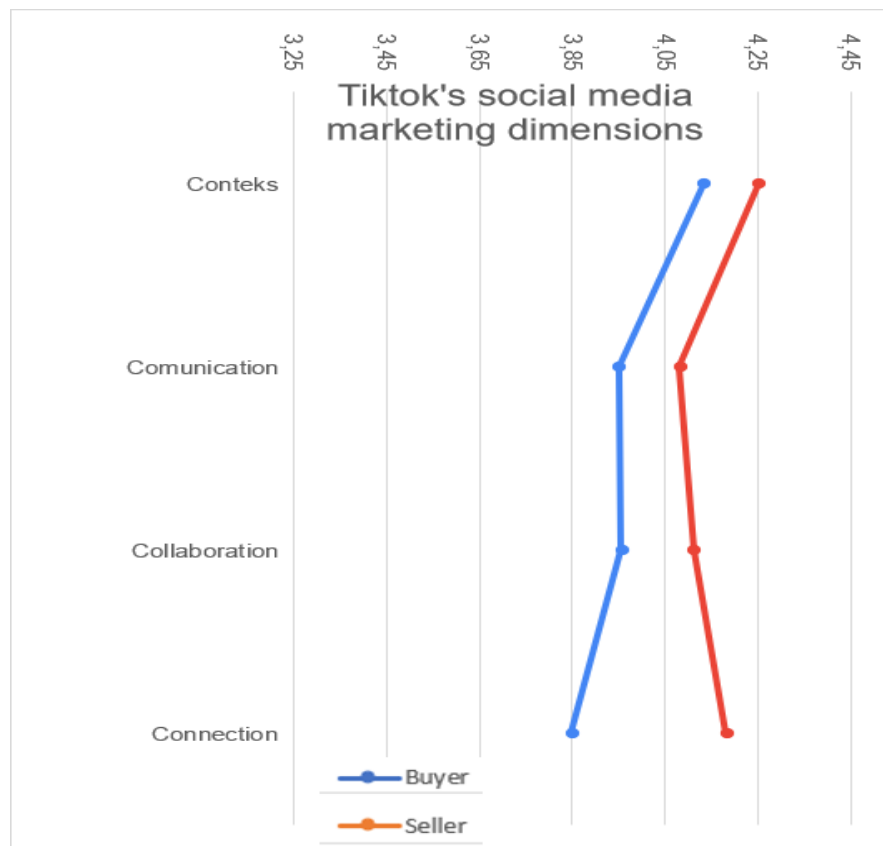
The utilization of TikTok for marketing offers a spectrum of benefits, with sellers displaying greater enthusiasm than buyers in most aspects, except for the advantage of receiving direct feedback from customers and the audience. [Novita and Yuliani \(2022\)](#) reinforce the potency of TikTok in facilitating interactions between viewers and sellers, particularly during live sessions. Additionally, studies by [Darmatama and Erdiansyah \(2021a\)](#) and [Mussa \(2023\)](#) underscore the influence of TikTok marketing on consumer purchasing decisions, emphasizing its role as a persuasive marketing tool. Advertising on TikTok, characterized by informativeness, credibility, and entertainment, positively affects consumers' attitudes toward advertisements, ultimately correlating with increased purchase intention. [Rimadiaz et al. \(2021\)](#) further highlights that brand engagement through TikTok positively enhances brand awareness. Moreover, according to data interpretation, marketing campaigns on TikTok significantly impact brand awareness among Millennials, as demonstrated by [Gesmundo et al. \(2022\)](#).

These findings collectively illustrate the multifaceted advantages of TikTok's marketing practices in shaping consumer behavior and brand recognition.

The results show that sellers were more enthusiastic than buyers regarding the benefits of TikTok marketing. The impact of the research results indicates that sellers assess that buyers' awareness of the existence of product advertisements on TikTok marketing is still lacking, so sellers must be more intensive in conducting promotions so that their products are better known in the community.

### Point 2: Buyer and seller perceptions regarding the 4 dimensions of TikTok Marketing

This perception adopts the dimensions of social media marketing, namely TikTok marketing, according to Haurer (2020) in [Setianingsih and Aziz \(2022\)](#) Context, Communication, Collaboration, Connection.



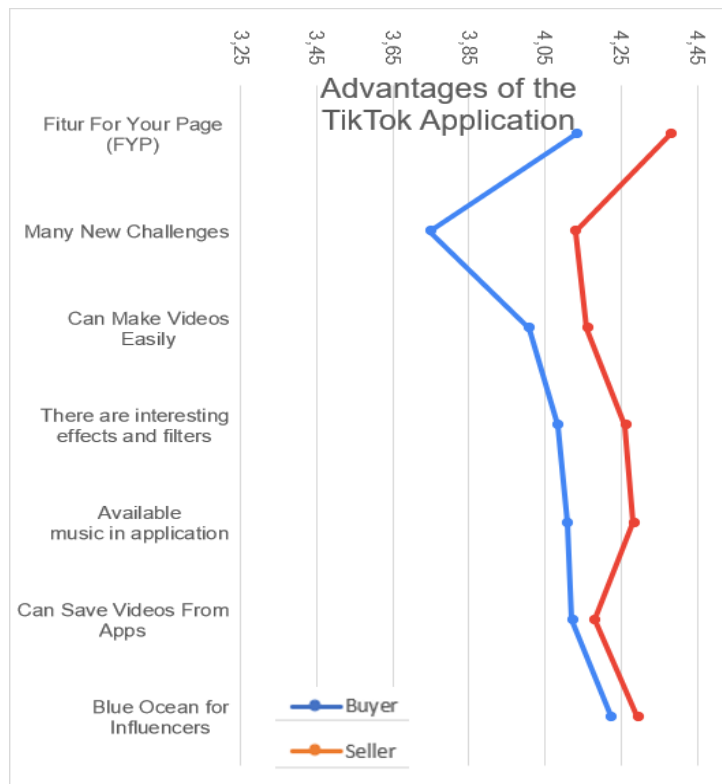
**Figure 3.** Dimensions of Social TikTok Marketing

The data indicate that sellers exhibit a higher level of enthusiasm than buyers across the four social dimensions of TikTok marketing—context, communication, collaboration, and connection. This suggests a concerted effort by sellers to actively engage in these dimensions and leverage the platform effectively. The TikTok application, readily accessible and free to download, offers a plethora of captivating content that is both entertaining and user-friendly. TikTok, alongside Instagram, stands out as one of the leading emerging social media platforms favored by marketers for reaching and engaging their target audience. These platforms excel at delivering short, enjoyable, trendy, creative, and highly interactive content, making them invaluable tools for contemporary marketing efforts.

The results of this study show the dimensions of TikTok marketing adopted from Haurer 2020 in [Setianingsih and Aziz \(2022\)](#) consisting of Context, Communication, Collaboration, and connection. Seller perception is more enthusiastic when compared to buyer perception. The impact of this study is for sellers to continue to optimize the role of these dimensions and for buyers to provide input so that customer satisfaction can be achieved.

**Point 3: Buyer and Seller Perceptions Regarding the Advantages of Tiktok Marketing**

This perception regarding the advantages of TikTok marketing is taken from [Susilowati \(2018\)](#), namely: For Your Page (FYP) Features, many new challenges, make videos easily, many interesting effects and filters, Music Available in Application, You can save videos directly from the application, Blue Ocean for Influencers.



**Figure 4.** Advantages of Tiktok Marketing

The TikTok marketing application offers a wealth of advantages, with sellers demonstrating a stronger perception of these benefits than buyers. [Akbari et al. \(2021\)](#) highlights the predominance of advantages over disadvantages for TikTok on social media. One notable feature is the "save video" button, which permits users to directly download videos from the application, contingent on the video owner's settings allowing for such downloads, as observed in ([Sasmita & Achmadi, 2022](#)). Additionally, TikTok boasts a user-friendly interface that empowers users to effortlessly select songs and apply various effects directly within the app, a characteristic. These advantages collectively underscore TikTok's efficacy as a versatile and engaging platform for marketing efforts. TikTok The essence of organizational adaptation within evolving economies is vividly demonstrated as it develops novel business models. This transformation is achieved through a skillful combination of elements drawn from successful business models, coupled with the daring innovation of new features that are swiftly subjected to rigorous testing in their

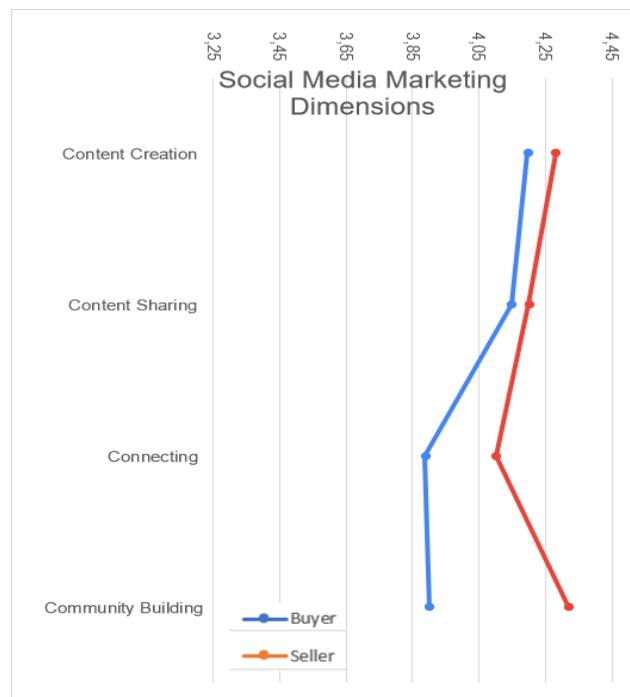


domestic markets. Key to this evolution is the distribution mechanism, which relies on a meticulous content analysis of each video and user preferences, ultimately enabling continuous streaming of captivating and endless content. TikTok, in particular, stands out in this regard, as it orchestrates real-time traffic distribution rooted in a thorough analysis of various data facets. These include hashtags, user personas, and feedback data encompassing views, engagement metrics (such as likes, comments, and shares), as well as intricate audience insights like market segmentation, age, gender, and device usage patterns. TikTok's adept utilization of these data-driven strategies contribute to its ability to deliver an enthralling and highly personalized user experience. TikTok effectively translates its philosophy into action by providing users with personalized and engaging content. It accomplishes this by consistently recommending similar content that can be easily shared, replicated, and built upon. TikTok takes pride in its algorithm, which operates akin to a computer vision system. It excels at extracting and categorizing visual information by drawing upon historical user interactions and engagement patterns to curate content that aligns with individual user interests. In essence, TikTok's algorithm takes charge of user entertainment menus by closely observing user reactions to previous videos. This approach relieves users from the need to actively search for content, as TikTok intuitively serves up videos based on their personal preferences, which is a pivotal aspect of the TikTok experience, as elucidated [Novita and Yuliani \(2020\)](#).

The results of this study show that of the 7 advantages of the TikTok marketing application. The seller's perception is superior to the buyers. The impact of this study is for sellers to continue to optimize the role of these dimensions and for buyers to provide input so that customer satisfaction can be achieved. For further researchers to discover and be able to study more deeply about TikTok marketing.

**Point 4: Perceptions of Buyers and Sellers regarding Social Media Marketing Dimensions**

Buyer and seller perceptions regarding the dimensions of social media marketing, according to [Gunelius \(2011\)](#), consist of content creation, content sharing, connecting, and community building.



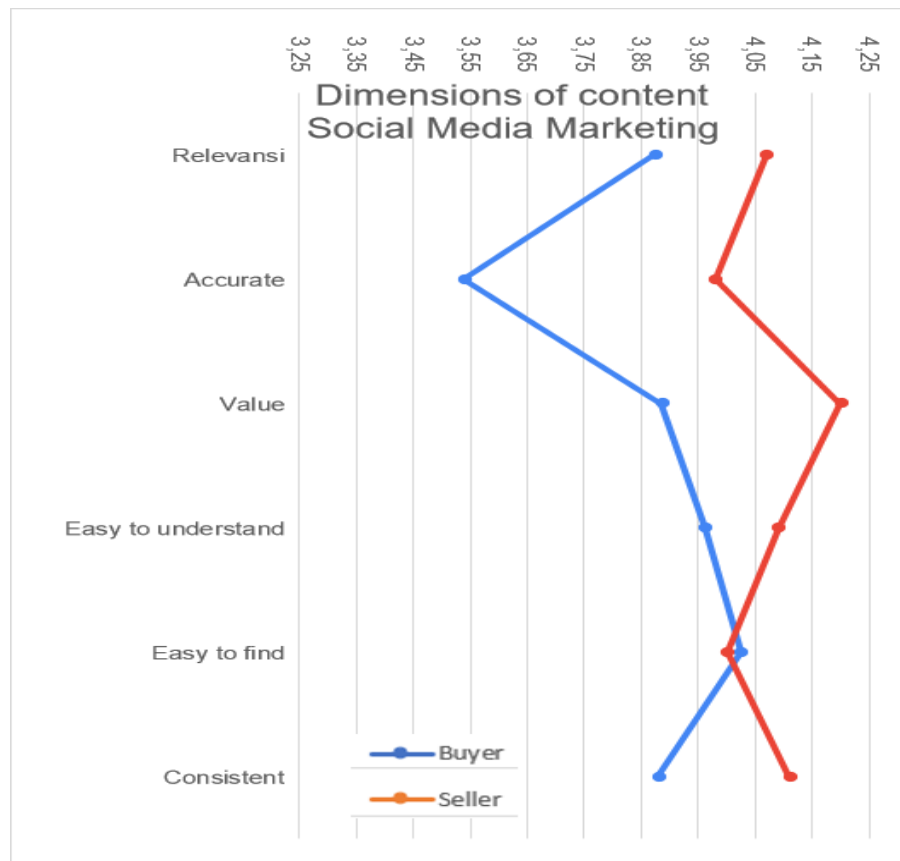
**Figure 5.** Dimensions of Social Media Marketing in Tiktok

Sellers exhibit remarkable enthusiasm in all four dimensions of social media marketing, namely contact creation, content sharing, connecting, and community building, exceeding buyers' levels of engagement. Short product videos are more than just showcases for products; they encapsulate content as well, as emphasized in [Gao \(2021\)](#). Quality content, which strives for excellence, is a central theme echoed in studies by [Arif et al. \(2020\)](#) and [Gummerus et al. \(2012\)](#). The rise of short videos in the realm of self-media is a notable development, offering easily digestible content that spreads rapidly in fragmented time, resulting in a significant surge in user engagement, as observed by [Tang \(2019\)](#). Additionally, content created by content creators, particularly in the realm of product reviews, tends to be more captivating and of higher quality. Consequently, respondents are often inclined to desire or try products after viewing reviews from bloggers, as ([Darmatama & Erdiansyah, 2021a](#)). TikTok offers a convenient feature where users can easily share their videos on other social media platforms without needing to visit TikTok. This functionality allows users to share TikTok videos in various video formats, such as by posting them on Instagram Stories or feeds. Additionally, as highlighted by [Susilowati \(2018\)](#), TikTok is renowned for providing a wide array of unique and captivating special effects that users can integrate seamlessly into their content. This enables users to create short videos with impressive outcomes, which they can proudly share with friends and fellow users. TikTok's strong music support further fuels users' creativity, allowing them to engage in activities like dancing and styling, ultimately fostering a community of content creators who thrive on the platform's dynamic and innovative environment ([Susilowati, 2018](#)). The statement that content influences TikTok's marketing is also explained by the research results. The statement that content influences TikTok marketing is also explained by the research results ([Darmatama & Erdiansyah, 2021a](#)). The effectiveness of beauty product advertising messages on TikTok, particularly when they align with consumer needs and preferences, can significantly impact consumers' purchase decisions. When advertising messages resonate with consumers' requirements, they have the power to shape positive attitudes toward a product and influence consumers to take action and make purchases. This notion is reinforced by the understanding that message relevance plays a pivotal role in the overall effectiveness of digital advertising. In essence, digital advertising is successful and impactful when its messages are directly relevant to consumers' needs and desires, thereby eliciting a favorable response and driving consumer engagement.

Research results from the 4 dimensions of social media marketing, Sellers are very enthusiastic, so they excel in all dimensions when compared to buyers: contact creation, content sharing, connecting, and Community building. The seller's perception is superior to the buyer. The impact of this research is for sellers to continue to optimize the role of these dimensions and for buyers to provide input so that customer satisfaction can be achieved. For further researchers to learn and be able to study more deeply about tiktok marketing

#### **Point 5 Buyer and Seller Perceptions about Tiktok's Content Dimensions**

Perceptions of TikTok's marketing buyer and seller content based on dimensions from [Milhinhos \(2015\)](#) quoted in the journal [Amalia and Nurlinda \(2022\)](#) are as follows: Relevance, accuracy, goodness, easy to understand, and easy to find.



**Figure 6.** Tiktok Marketing Content Dimensions

Across the six dimensions of social media marketing, sellers surpass buyers in five of them, except for the dimension related to the ease of finding content, where perceptions are balanced between sellers and buyers. The TikTok short video network platform leverages the power of big data analysis and algorithmic promotion. Through this mode, it can accurately predict consumers' reading preferences and consumption needs based on their habits within the TikTok short video ecosystem. This capability enables the platform to effectively deliver related content and achieve precise promotion of brand information, as elucidated by [Huang et al. \(2023\)](#). TikTok and Instagram have risen to the forefront of emerging social media platforms adopted by marketers to connect and engage with their target audience effectively. These platforms have gained prominence due to their characteristic traits: short, enjoyable, trendy, creative, and highly interactive content. TikTok, in particular, has witnessed substantial popularity among younger generations, with a significant increase in its usage among individuals aged 18-24, reaching nearly 39% by March 2020, primarily driven by the engaging nature of video content.

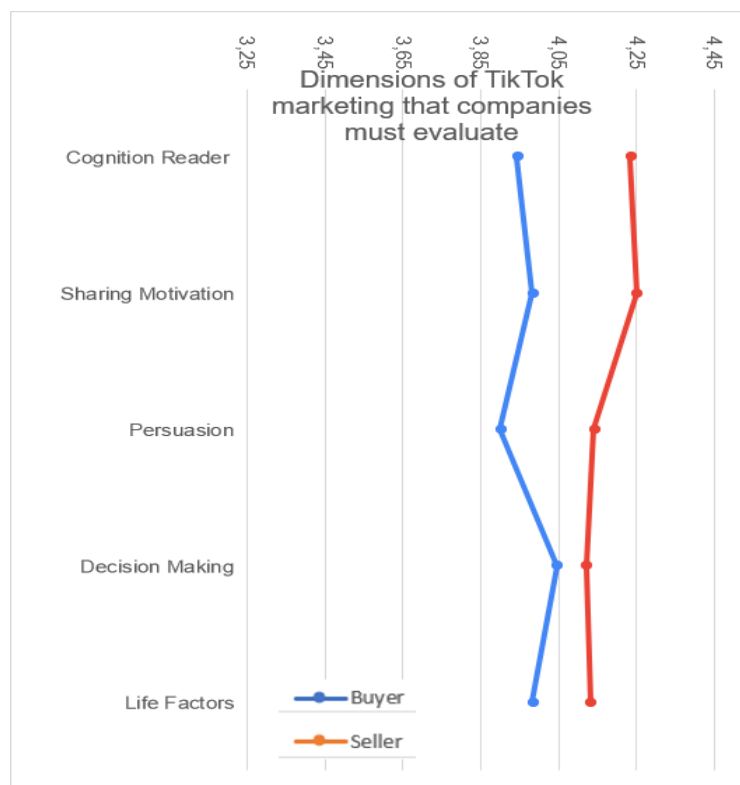
TikTok and Instagram have emerged as dominant social media platforms of choice for marketers seeking to connect with and engage their target audiences. These platforms are favored due to the characteristics of their shared content, which is short, entertaining, trendy, creative, and highly interactive. TikTok, in particular, has gained immense popularity among the younger generations, with a noteworthy surge in usage among individuals aged 18-24, reaching almost 39% by March 2020, primarily centered around video content. Instagram's strong appeal for college students offering a mix of image and video content. These users place significant emphasis on social interaction and connection, making it central to their motives for participating in social media communities, as they seek to build and sustain meaningful social relationships with others.

Research results from the 6 dimensions of social media marketing, 5 dimensions of sellers

are superior to buyers, except for the easy-to-find content dimension, where the perceptions of sellers and buyers are balanced. The impact of this research is for sellers to continue to optimize the role of these dimensions and for buyers to provide input so that customer satisfaction can be achieved. Academics should develop marketing science, especially social media marketing

### Point 6. Buyer and Seller Perceptions about TikTok Marketing Dimensions That should Be Evaluated

Buyer and Seller perceptions regarding the dimensions that companies must evaluate if they produce content (Karr, 2016). Cognition Reader, Sharing Motivation., Persuasion., Decision Making, Life Factors.



**Figure 7.** Dimensions that companies should evaluate

Companies must assess their strategies across six essential dimensions when implementing TikTok Marketing. Sellers exhibit a notable level of eagerness regarding boosting sales, outperforming buyers in various dimensions. These dimensions encompass cognition, reading, sharing motivation, persuasion, decision-making, and life factors. Moreover, researchers have posited that informativeness and entertainment play fundamental roles in fostering social interactions and cultivating relationships on social media platforms. This perspective is underscored by the insights of Kujur and Singh (2017).

Social media serves as a valuable platform for marketers to introduce their products, enabling them to provide comprehensive information and effectively engage with their audiences, as emphasized by Rivaldo (2016). As per Han (2020), social media promotion exerts a positive and significant influence on purchasing decisions, particularly in the context of the Esana Store in Makassar City, as noted in Nasrullah et al. (2023). In addition, TikTok's capabilities extend to

accurate positioning through intelligent algorithm recommendations. This functionality ensures that advertisements on TikTok are effectively targeted, reaching users who have genuine interest in the product, as underscored by Weilin et. al. (2020). Motivation for entertainment in using social media encompasses constructs such as amusement, social escapism, relaxation, and passing time. These factors play a significant role in influencing user acceptance of social media advertising, as elucidated in Aydin (2018). Purchase intention through TikTok denotes a consumer's inclination and readiness to buy a product or service following an evaluation. It combines a person's interest in the product with the likelihood of making a purchase. This concept essentially represents a combination of consumer interest and the potential to acquire the advertised product.

The results of the study for all dimensions adopted from Karr (2016), namely, Cognition Reader, Sharing Motivation, Persuasion, Decision Making, and Life Factors. Sellers are superior to buyers. The impact of this study is for sellers to continue to optimize the role of these dimensions and for buyers to provide input so that customer satisfaction can be achieved. Academics should develop marketing science, especially social media marketing.

## CONCLUSION

The seller's perception of the dimensions that must be evaluated from TikTok marketing content adopted Karr (2016) is superior to the buyer's perception, namely: Reader Cognition, Sharing Motivation, Persuasion, Decision-making, and Life Factors. Seller perceptions related to 5 of the 6 dimensions of benefits obtained from using TikTok marketing are more enthusiastic than buyers, except for the benefits of receiving direct feedback from customers and audiences. Seller perceptions of the social dimensions of TikTok marketing which consist of context, communication, collaboration, and connection, are higher than buyer perceptions. Seller perceptions related to the advantages of the TikTok marketing application are superior to buyer perceptions. The seller's perception related to the dimensions of social media marketing, namely, contact creation, content sharing, connecting, and community building adopted (Gunelius, 2011), is higher than the buyer's perception. Sellers' perception of 5 of the 6 dimensions of social media marketing content adopted from Milhinhos (2015), namely relevance, accuracy, value, ease of understanding, and consistency—is superior to buyer's perception except for the easy-to-find content dimension, which is balanced between sellers' and buyers' perceptions.

## LIMITATION & FURTHER RESEARCH

This study has limitations, namely, the sample size was relatively small, and the focus was only on one city. For further research, it would be better to study more variables, increase the sample size, and consider participants from a wider geographic area, such as West Java, or even on a national scale, or research that considers the relationship between variables from both buyer and seller perceptions. This broader scope will provide a more comprehensive understanding of the subject matter, considering the potential for regional variation and a more diverse demographic representation.

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