



**International Journal of Education, Social Studies,  
And Management (IJESSM)**

**e-ISSN : 2775-4154**

**Volume 5, Issue 2, June 2025**

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, Juny, November**).

**Focus :** Education, Social, Economy, Management, and Culture.

**LINK :** <http://lppipublishing.com/index.php/ijessm>

**Store Atmosphere Strategy in Micro, Small, and Medium  
Enterprises TikTok as a Marketing Strategy Supporter**

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**ABSTRACT**

The business world in Indonesia is growing very rapidly, which is indicated by the sharp competition. Understanding consumer behavior is a key skill needed by business actors so that consumers can buy the goods or services they offer. Digital marketing enables micro, small, and medium enterprises to reach wider consumers at a more efficient cost than traditional marketing methods. TikTok supports micro, small, and medium enterprises in various ways, such as through the TikTok Shop feature, partnership programs, and digital training. TikTok Shop allows micro, small, and medium enterprises to sell their products online on the TikTok platform. The purpose of this study is to determine how Micro, Small, and Medium Enterprises on TikTok use the store atmosphere strategy as a marketing strategy supporter. This study uses an observational research type that will help achieve the research objectives. Observational research analysis requires the help of quantitative data, such as books, journals, and mass media articles. The research results show that the atmosphere in TikTok Shop is an e-commerce platform that allows users to shop for products directly within the TikTok application. Users can browse and purchase products from their feed or through the Shop tab.

*Micro, Small, Medium Enterprises, Store Atmosphere, Marketing Strategy Supporter*

**ARTICLE INFO**

*Article history:*

Received

05 April 2025

Revised


15 May 2025

Accepted

25 May 2025

**Keywords**

**Corresponding**

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**INTRODUCTION**

The development of the business world is increasingly rapid, marked by the increasing enthusiasm and aggressiveness of business actors in the industrial, service, and trade sectors. The business world in Indonesia is growing very rapidly, which is indicated by the sharp competition. Especially in the management of industrial units (Tambunan et al., 2025). This condition

requires business people to be able to compete and survive against many competitors. The right strategy can be determined for this competition, such as an effective and efficient marketing strategy, satisfactory service quality, and competitive pricing in marketing (Pandiangan, 2023).

Understanding consumer behavior is a key skill needed by business actors so that consumers can buy the goods or services they offer. Therefore, in order not to lose out to competitors, entrepreneurs must be able to think about what attracts customers so that they can maintain the sustainability of their business.

After customers buy goods or services, they decide whether to buy them again. Customers who are satisfied and have positive thoughts about a product are more likely to have an interest in buying again. Thus, so that consumer repurchase interest is always maintained and develops consistently from year to year in order to buy products from the company, entrepreneurs are expected to continue to evaluate and innovate (Pandiangan et al., 2025).

A positive store atmosphere also increases the value of the goods sold. The store atmosphere is designed with the target demographic in mind and is carefully prepared to attract the target market and encourage purchases. Store atmosphere is one of the important elements of the retailing mix that can influence the consumer purchasing decision process, because in the purchasing decision process, consumers not only respond to the goods and services offered by retailers, but also respond to the purchasing environment created by retailers (Sumarwan, 2011). Store atmosphere is another weapon that stores have. Each store has a physical layout that makes it easy or difficult for buyers to wander around in it. Each store has an appearance. Stores must create a planned atmosphere that suits their target market and that can attract consumers to buy.

There are four elements of store atmosphere that influence the store atmosphere that you want to create, namely (Fandy, 2015):

1. Store Exterior

Exterior is a very important element in the retail business, as an intermediary media that displays the image of the company and the community. The front of the store reflects the stability and strength of the company's spirit and the nature of the activities in it, and can create trust and goodwill for consumers. Store exterior functions as an identification or sign of recognition, so it often states a symbol.

2. General Interior

The general interior of a store must be designed to maximize visual merchandising. As is known, advertising can attract buyers to come to the store, but the most important thing that can make sales after the purchase

is in the store is the display. A good display is one that can attract the attention of consumers and help them to easily observe, check and choose goods, and finally make purchases when consumers enter the store.

### 3. Store Layout

A store layout is a scaled top view of a store area that shows the division of areas. The purpose of the store layout is to create lively traffic in it by exposing as much merchandise as possible to consumers for optimal sales. Store layout is a plan to determine a specific location and arrangement of roads/alleys in the store that are wide enough to make it easy for consumers to pass through.

### 4. Interior Display

Interior displays are signs used to provide information to consumers to influence the atmosphere of the store environment, with the main goal of increasing sales and profits of the store.

Digital marketing enables micro, small, and medium enterprises to reach wider consumers at a more efficient cost than traditional marketing methods. By utilizing platforms such as TikTok, micro, small, and medium enterprises can significantly increase the visibility of their products (Pandiangan et al., 2022; Pandiangan et al., 2023). Digital marketing for micro, small, and medium enterprises is very important to increase competitiveness and expand market reach as a marketing strategy supporter. By utilizing digital media, micro, small, and medium enterprises can reach wider consumers at a more efficient cost compared to traditional marketing methods (Pandiangan et al., 2024; Tambunan et al., 2025). TikTok supports micro, small, and medium enterprises in various ways, such as through the TikTok Shop feature, partnership programs, and digital training. TikTok Shop allows micro, small, and medium enterprises to sell their products online on the TikTok platform. In addition, TikTok also provides training and resources to help micro, small, and medium enterprises in doing business digitally.

The purpose of this study is to determine how Micro, Small, and Medium Enterprises on TikTok use the store atmosphere strategy as a marketing strategy supporter.

## RESEARCH METHOD

This study uses an observational research design that will help achieve the research objectives. Observational research is a type of research conducted by observing the phenomena or behavior of research subjects in their natural environment without any intervention or manipulation from the researcher

(Sugiyono, 2014). In other words, researchers only observe what happens naturally and record the results of these observations.

Observational research analysis requires the help of quantitative data, such as books, journals, and mass media articles. Quantitative data is data obtained in the form of numbers that can be calculated, obtained from the calculation of the questionnaire carried out, which can explain the results of existing research using mathematical formula equations and connecting them with existing theories, then conclusions are drawn (Kurdhi et al., 2023).

## **RESULT AND DISCUSSION**

### **Store Atmosphere Strategy in Micro, Small, and Medium Enterprises TikTok as a Marketing Strategy Supporter**

TikTok plays an important role in supporting micro, small, and medium enterprises to thrive in the digital era. By utilizing the TikTok Shop feature, partnership programs, and digital training, micro, small, and medium enterprises can increase market reach, increase sales, and expand their business. However, micro, small, and medium enterprises also need to understand the challenges and prepare themselves to face the fierce competition on TikTok Shop. TikTok's support for micro, small, and medium enterprises:

1. TikTok Shop

This feature allows micro, small, and medium enterprises to display their products on TikTok and make transactions directly.

2. Partnership Program

TikTok has a partnership program to support micro, small, and medium enterprises and creators.

3. Digital Training

TikTok provides training and resources to help MSMEs optimize their online businesses.

4. Collaboration

TikTok collaborates with various parties, including the government and other institutions, to support the development of micro, small, and medium enterprises.



**Figure 1.**  
**Store Atmosphere Strategy in MSMEs TikTok**

The atmosphere in TikTok Shop is an e-commerce platform that allows users to shop for products directly within the TikTok application. Users can browse and purchase products from their feed or through the Shop tab. TikTok Shop also allows sellers to sell their products through in-feed videos, LIVE videos, and the Showcase tab. Here are some things to note about the atmosphere in TikTok Shop:

1. Interactive Shopping Experience  
TikTok Shop offers an interactive shopping experience with short, engaging videos that allow customers to see products directly before purchasing.
2. Showcase Feature  
Showcase allows users to shop directly from the seller or creator's profile page with a shopping bag icon.
3. Live Streaming  
Sellers can do live streaming to promote products and interact directly with customers.
4. Various Products  
TikTok Shop offers a variety of products, ranging from fashion and accessories, beauty, electronics, to household appliances.
5. Ease of Shopping  
Users can shop directly within the application without having to move to another platform.
6. Interaction with Creators  
Customers can interact with creators or sellers through live streaming and video comments.

## CONCLUSION

The research results show that the atmosphere in TikTok Shop is an e-commerce platform that allows users to shop for products directly within the TikTok application. Users can browse and purchase products from their feed or through the Shop tab.

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