



The Influence of Social Media on the Success of Dropshippers in the E-Commerce Business Model

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ABSTRACT

Purpose – This study aims to analyze the marketing strategies used by dropshippers in Indonesia, focusing on the utilization of social media, live shopping, and other digital marketing techniques.

Methodology/approach This study combines data from various sources, including industry reports, surveys, and market trend analyses, to understand the factors influencing the success of dropshippers in increasing sales and building customer loyalty.

Findings – The research results indicate that optimal use of social media, competitive pricing strategies, and the use of live shopping can enhance customer interaction and sales conversion. The implications of this research provide insights for business practitioners to adapt data-driven marketing strategies in facing dynamic market challenges.

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INTRODUCTION

The development of e-commerce in Indonesia over the past four years has shown rapid growth, both in terms of transaction value and the number of users. In 2022, the value of e-commerce transactions reached Rp 476.3 trillion, while the number of users increased from 158.65 million in 2021 to 178.94 million in 2022, and continued to grow to 196.47 million in 2023. This trend is expected to continue, with the projected transaction value reaching Rp 533 trillion in 2023. This growth is driven by the increasing adoption of technology and innovations in online shopping features.

One of the main factors behind the increase in e-commerce is the widening penetration of the internet and the high usage of smartphones in Indonesia. During the 2022–2023 period, the number of internet users reached 215.63 million people, most of whom accessed e-commerce services through mobile devices. In addition, the trend of live shopping has also contributed to the surge in online transactions. Based on data from Katadata, nearly 80% of consumers are interested in this concept, and 60% of them made purchases due to the interactive shopping experience that resembles a physical store.

However, behind this rapid growth, Indonesian e-commerce also faces challenges, especially for small and medium enterprises (SMEs). The entry of foreign platforms like Temu, which offer an ultra-discount model, has the potential to trigger unhealthy competition. As a protective measure, the Indonesian government has requested Apple and Google to block access to Temu in Indonesia (Reuters). In the future, although e-commerce is expected to continue growing through technology adoption and integration with social media, balanced regulation remains necessary. This aims to protect local entrepreneurs, ensure healthy competition, and safeguard consumer interests in an increasingly competitive digital market landscape.

With the rapid growth of e-commerce, the phenomenon of a large number of dropshippers emerging has become an inevitable consequence. According to the research by Singh, Kaur, & Singh (2018) in *Dropshipping in E-Commerce: A Perspective*, this business model is increasingly popular due to its flexibility and minimal initial capital required. With this system, sellers can market products without having to keep inventory, while shipping is done directly from the supplier to the consumer. This convenience attracts many individuals, especially beginners and small businesses, to participate in the e-commerce market without a large investment in logistics infrastructure.

On the other hand, the implementation of information technology in the dropshipping business can enhance competitiveness and operational efficiency. Digital marketing strategies through social media and e-commerce platforms such as Shopee, Tokopedia, and Lazada also play an important role in expanding market reach and increasing product visibility. However, despite offering various conveniences, dropshipping also faces challenges, such as intense competition and reliance on the quality and reliability of suppliers. Therefore, dropshipping business operators are required to continuously innovate and build solid relationships with suppliers to ensure customer satisfaction and the sustainability of their business amidst increasingly fierce competition.

This research aims to analyze how the use of social media contributes to the success of dropshippers in the e-commerce business model, particularly at company XYZ, which operates in the fashion industry. To maintain confidentiality and research ethics, the company's name is anonymized as PT XYZ to protect strategic information and the identity of informants. This step is important to ensure that the data obtained remains accurate and credible, without compromising privacy or creating potential conflicts of interest that could affect the company's image. Moreover, the use of pseudonyms also ensures that this research remains in line with the principles of academic integrity and professionalism.

The main focus of this research is to understand how digital marketing strategies, customer interactions, and the utilization of social media platforms such as Instagram, Facebook, TikTok, and WhatsApp can enhance visibility, sales, and customer loyalty in the dropshipping business. With the rapid development of e-commerce, social media has become an indispensable marketing tool, providing opportunities for dropshippers to reach a wider market at relatively low costs.

Based on that background, this research formulates several main questions as follows:

What is the role of social media in increasing visibility and market reach for dropshippers?
To what extent is the effectiveness of the digital marketing strategies implemented by

dropshippers in attracting customers? What factors influence the success of dropshippers in utilizing social media as a marketing tool? What are the main challenges faced by dropshippers in managing their business through social media? How do customers perceive products sold by dropshippers through social media?

The results of this research are expected to make a significant contribution, both academically and practically. From an academic perspective, this research will enhance understanding of the relationship between social media and the success of dropshipping in the fashion industry, which has been minimally discussed in previous studies. Meanwhile, from a practical standpoint, the findings of this research can assist dropshippers collaborating with company XYZ in optimizing digital marketing strategies to increase sales and build customer loyalty. In addition, XYZ Company can also gain deeper insights into customer consumption patterns on social media, allowing them to develop more effective and data-driven marketing strategies.

Compared to previous research, this study has several key differences. Many previous studies only discussed the dropshipping business model in general or from the perspective of Islamic economics, without specifically highlighting certain industries. Meanwhile, this research specifically focuses on how social media plays a role in enhancing the success of dropshippers collaborating with company XYZ in the fashion sector.

The method used in this research is a descriptive qualitative approach, which allows for in-depth analysis through interviews and case studies. Unlike previous research that predominantly used survey-based quantitative methods, this approach will delve into the direct experiences of dropshippers to understand the challenges and opportunities they face. By conducting direct interviews with business practitioners, this research will provide a more concrete understanding of the effectiveness of social media as a marketing tool in the fashion industry. In addition, this research also emphasizes the digital marketing strategies implemented by dropshippers, an aspect that has rarely been discussed in previous studies. If most previous studies relied more on macro analysis or literature reviews, this research presents a more applicable perspective for fashion business practitioners in the digital era. Thus, the results of this research are expected to provide relevant and practical recommendations for dropshippers and companies that want to optimally utilize social media in their marketing strategies.

LITERATURE REVIEW

This research is based on the Diffusion of Innovations Theory (Rogers, 2003), which explains how innovations, including social media, are adopted by dropshippers to enhance marketing. This adoption is influenced by relative advantage, compatibility, complexity, trialability, and observability, which are reflected in the use of TikTok, Shopee, and Instagram to expand market reach and enhance customer interaction.

Furthermore, the Social Media Marketing Theory (Felix et al., 2017) emphasizes that social media-based marketing strategies, such as interactive content and collaboration with influencers, directly contribute to increased sales and customer loyalty. This is in line with the Google e-Economy SEA report (2024), which states that live commerce contributes 35% of the total e-commerce transactions in Indonesia.

Consumer trust is also a key factor in the success of dropshipping. Consumer Trust and Engagement Theory (Morgan & Hunt, 1994) states that customer trust in dropshipper products is influenced by information transparency, transaction security, customer reviews, and digital marketing strategies such as live streaming. Kamberaj (2020) adds that authentic testimonials and active engagement with customers on social media can strengthen market trust. A similar opinion was expressed by Osterwalder & Pigneur (2010), who emphasized that product

validation before marketing through samples is an effective strategy for building credibility and increasing sales conversion.

In the context of business, dropshipping is a model where entrepreneurs sell products without holding their own stock. Each order is forwarded to the supplier who then directly ships it to the customer, eliminating the need for inventory and warehouses. This model allows entrepreneurs to enter the e-commerce market with low capital and reduced operational risks (Singh, Kaur, & Singh, 2018). Chopra & Meindl (2019) define dropshipping as a supply chain strategy that enhances business flexibility by reducing storage costs and minimizing stock risk.

Dropshipping is increasingly developing as a solution for SMEs to enter e-commerce without a large investment (Menaouer et al., 2021). This model allows traders to sell various products without having their own logistics infrastructure. However, price competition, customer trust in product quality, and delivery delays remain major challenges that need to be addressed. Adriansyah et al. (2025) highlight that the utilization of digital technology, such as big data analysis, ad personalization, and social media algorithms, plays a significant role in enhancing the effectiveness of dropshipping. Order processing automation and logistics system integration also accelerate transactions and distribution, which ultimately enhances customer satisfaction and brand loyalty.

The advancement of dropshipping is also supported by global platforms such as Amazon, eBay, Shopify, and Alibaba, which allow individuals and businesses to sell products without their own inventory. Singh et al. (2018) state that the development of this model heavily relies on order processing automation, real-time stock monitoring, and the integration of customer relationship management (CRM) systems. Meanwhile, Menaouer et al. (2021) and Adriansyah et al. (2025) identify that content-based marketing strategies and live commerce on social media, such as TikTok, Instagram, and Facebook, are increasingly accelerating the growth of dropshipping businesses and improving sales conversions.

Sales through e-commerce in Indonesia continue to grow rapidly, driven by advancements in digital technology and changes in consumer behavior. Dewi & Lusikooy (2024) highlight that digital innovation has transformed the way businesses operate, increased efficiency, and created new business models that are more adaptive to market needs. The wide reach allows sellers to reach customers nationwide without the need for physical stores, thereby reducing operational costs and providing transaction convenience through various digital payment methods.

Digital transformation also plays a role in enhancing the competitiveness of retail businesses. Sagar (2024) emphasizes that the integration of technology in e-commerce enhances the customer experience through service personalization, product recommendation algorithms, and ease of access to information. Platforms like Tokopedia and Shopee support businesses with AI-based promotional features, integrated delivery services, and transaction protection that strengthen customer trust and loyalty.

Furthermore, Ismail et al. (2023) found that small and medium enterprises (SMEs) that adopt digitalization experience significant performance improvements, particularly in inventory management, price adjustments, and real-time data-based promotional strategies. This is in line with the research by Kumar et al. (2023), which states that digitalization provides a competitive advantage by enhancing operational efficiency and responsiveness to market trends.

In the context of technology adoption, Schwaewe et al. (2024) show that artificial intelligence (AI) is increasingly being used in e-commerce for customer service automation, inventory management, and data-driven marketing strategies. Zielke & Komor (2025) highlight that convenience, competitive prices, and an efficient shopping experience are the main reasons consumers choose e-commerce over physical stores. Innovations such as livestream shopping and digital payment technology further strengthen this trend. However, the transition to e-commerce also faces challenges such as intense competition, customer trust in products, and efficient logistics management. Aryani et al. (2021) noted that during the COVID-19 pandemic, the shift from traditional shopping to online shopping occurred massively, and this consumption pattern has persisted because consumers have become increasingly accustomed to the convenience offered by e-commerce.

With these various advantages, e-commerce has become the main strategy for business players in Indonesia in facing increasingly fierce market competition. The utilization of digital technology, service personalization, and data-driven marketing strategies have become key in maintaining growth and enhancing competitiveness.

To achieve success in e-commerce, there are several key strategies that can be implemented by business practitioners (Aditya Wardhana, 2021):

Content Marketing. Providing informative and relevant content, such as blog articles, tutorial videos, or infographics, to attract consumer interest and build trust

Social Media Marketing. Utilizing platforms such as Instagram, Facebook, and TikTok to interact with consumers, build communities, and increase brand awareness through engaging content and paid advertisements.

Search Engine Optimization (SEO). Optimizing a website or online store to appear at the top of Google search results through the use of relevant keywords and quality content.

Pay-Per-Click (PPC) Advertising. Using Google Ads or other advertising platforms to drive traffic to a website, allowing advertisers to control their budget by paying only for the clicks received.

Email Marketing. Sending personalized emails to potential and existing customers to promote products, offer discounts, or provide the latest information.

Responsive Customer Service. Providing quick and responsive service in answering questions or complaints to enhance consumer satisfaction and trust.

Use of Newsletter. Sending periodic newsletters with interesting information to maintain customer engagement and promote products or special offers.

Upselling Strategy. Offering a premium version of the product or additional features to customers who are already intending to purchase to increase the transaction value.

Ad Retargeting. Targeting consumers who have interacted with the site or product but have not made a purchase, using personalized ads to increase conversions.

By implementing these strategies, e-commerce business operators in Indonesia can enhance sales effectiveness and compete more competitively in the ever-evolving digital market.

RESEARCH METHOD

This study uses a descriptive qualitative method to analyze the role of social media in the success of dropshippers at company XYZ, which operates in the fashion sector. This approach aims to explore the experiences, strategies, and challenges faced by dropshippers in utilizing social media as a marketing tool. According to Sugiyono (2017), this method is based on post-positivist philosophy, examining objects in their natural conditions, and relying on triangulation in data collection. The analysis is inductive with a focus on meaning rather than mere generalization.

Data collection was carried out through three main techniques. First, in-depth interviews with dropshippers who actively sell on TikTok, Shopee, and Instagram to understand their marketing strategies and the challenges they face. Second, observation of marketing activities on social media, including patterns of interaction with customers and the implementation of promotional strategies. Third, documentation of social media posts, customer reviews, and sales reports to strengthen the research findings.

Besides dropshippers, this research also involves 13 customers who have purchased products from them. Interviews with customers provide additional perspectives regarding consumer trust levels, purchasing patterns, and perceptions of the quality of products sold through social media. By combining insights from both groups, this research presents a more in-depth analysis of the impact of social media on the success of dropshipping, the effectiveness of digital marketing strategies, and the challenges in e-commerce competition.

RESULT AND DISCUSSION

Based on interviews with dropshippers, TikTok, Shopee, and Instagram are the main platforms for marketing fashion products.

TikTok has become a favorite due to its ability to create viral content and increase customer engagement. The TikTok Live feature has proven effective in attracting consumers, enabling direct interaction, and increasing sales conversion by 20-30% (Alhanatleh et al., 2023). Google, Temasek, & Bain & Company (2024) noted that shoppable videos and live commerce features on TikTok drive e-commerce growth in Southeast Asia, while the Asian Development Bank (2023) emphasized that video-based marketing strategies enhance the competitiveness of digital businesses in the Asia-Pacific region.

Nugroho et al. (2023) research shows that dropshippers who leverage TikTok's algorithm and marketing trends achieve a wider organic reach without fully relying on paid advertisements. McKinsey & Company (2024) added that TikTok Shop is transforming the Indonesian e-commerce landscape by increasing the number of resellers and dropshippers, particularly through the effectiveness of live selling in building customer trust. With 1.6 billion global active users (We Are Social, 2024), TikTok offers significant opportunities for dropshippers to reach a wider market, enhance customer interaction, and drive sales growth. Their success depends on consistency in creating quality content, active interaction through live streaming, and leveraging algorithm trends to enhance product visibility.

TikTok and Shopee dominate dropshipping marketing due to their strong visual appeal and trend-based algorithms. Dropshippers who rely on high-quality video content and live streaming experience a 40% increase in customer engagement compared to text-based promotions (Statista, 2024). Google e-Conomy SEA (2024) states that video content increases the likelihood of purchase by up to 50%, as customers feel more confident after seeing product demonstrations. Additionally, the live streaming features on Shopee and TikTok allow for real-time product testing, reducing the risks of online shopping, and increasing conversion rates by 22-30% (NielsenIQ, 2024).

The TikTok algorithm prioritizes content with high engagement, allowing new businesses to gain wide visibility without significant costs. Hootsuite (2024) reports that brands leveraging audio trends and hashtag challenges experience a reach increase of up to 60%, while TikTok users are 70% more likely to purchase a product after watching a live demo compared to static ads (We Are Social, 2024). Thus, trend-based strategies and interactive content become the key to success for dropshippers in enhancing their competitiveness in the digital market.

The Effectiveness of Social Media in Dropshipping Marketing. Based on interviews with dropshippers, social media has a significant impact on increasing brand awareness and sales. Here are some key findings:

Improvement in Customer Trust. Direct interactions through TikTok Live and Shopee Live have proven to increase customer trust and encourage repeat purchases by up to 35% (Bain & Company, 2024). According to Statista (2024), 90% of Southeast Asian consumers prefer to buy from sellers who actively interact because they gain better clarity regarding the quality and authenticity of the products. Shopee Live, with customer review features, buyer protection, and flexible return policies, increases conversion rates by 25-40%, making it a highly effective strategy in e-commerce.

Fadhilah et al. (2024) emphasize the importance of transparency and after-sales service in building consumer trust. Meanwhile, Sahu et al. (2024) show that positive reviews and a clear buyer protection system play an important role in customers' decisions to transact online. The study by Wongkitrungrueng & Assarut (2020) and Rosniati et al. (2023) also revealed that live streaming, customer reviews, and affiliate marketing have a significant impact on impulse buying in Shopee e-commerce by increasing customer engagement and trust.

The Advantages of Social Media Compared to Traditional Marketing. Social media excels in reaching a wider customer base, including outside of Java Island, thanks to interactive content and algorithms that adjust to user preferences. With a combination of engaging visual content, trend-based algorithms, and direct interaction strategies, platforms like TikTok and Shopee have become the most effective tools in boosting sales and customer engagement in the dropshipping business.

Aaron Aziz, Yuna, & Choo (2024) in their study on post-pandemic consumer behavior revealed that consumers now rely more on social media to seek product recommendations compared to conventional advertising. This trend accelerates the adoption of e-commerce as the main channel in the purchasing decision-making process.

The Impact of Social Media on Dropshipper Sales. Dropshippers who actively use social media experience a significant increase in sales within a few months after consistently implementing promotional strategies. This surge in sales is particularly noticeable during major events such as Harbolnas, 11.11, 12.12, and the TikTok Shopping Festival campaign, which offer significant discounts and attract more consumers.

Live streaming has become the main factor in increasing revenue, especially for dropshippers who conduct regular live broadcasts every day. Direct interaction with customers increases trust and accelerates purchase decisions. Merdiani & Suhardi (2023) emphasize that social media and e-commerce-based digital marketing strategies play a crucial role in customer purchasing decisions. By utilizing live streaming, trend-based algorithms, and promotions tailored to user interests, TikTok and Shopee enable dropshippers to reach a wide audience without relying on physical stores or high-cost advertisements.

Challenges in Using Social Media for Dropshipping. Although social media has become an effective marketing tool, dropshippers face various challenges that can affect their business performance. One of the main challenges is the changing algorithms of social media, which can reduce organic reach if not balanced with the right content strategy. In addition, fierce competition with many sellers offering similar products at lower prices demands innovation in marketing and efforts to build customer loyalty.

Another challenge often faced is the mismatch between stock and delivery with customer expectations, which can impact consumer trust and satisfaction. Therefore, dropshippers need to have flexible and adaptive strategies to face the dynamics of the digital market. Luftman,

Lyytinen, & Zvi (2017) emphasize that the alignment between business strategy and the adoption of digital technology is a key factor in improving company performance. Businesses that can integrate social media with their marketing strategies will have a stronger competitive advantage.

Analysis of Interview Results with Customers. The results of interviews with 13 customers provided important insights into their perceptions of products sold through social media and the factors influencing their purchasing decisions.

Brand Awareness and Shopping Platforms Used. Most respondents are not yet familiar with specific dropshipper accounts, such as ellenoirclothing on TikTok, indicating that branding and exposure remain significant challenges. The majority of customers prefer shopping on Shopee and Tokopedia because they feel safer compared to buying through social media platforms like TikTok or Instagram. Zalora is also mentioned as an alternative for certain brands. These findings align with a Statista report (2024), which shows that 73% of Indonesian consumers prefer shopping at marketplaces due to better buyer protection systems.

Factors of Trust, the Role of Reviews and Influencers. Most customers rely on reviews and testimonials before making a purchase. Customer reviews help them assess the quality of the product, while negative comments often lead them to cancel their orders. Trust in dropshipper products is generally still lower compared to products from official stores. Additionally, influencers and endorsements play an important role in increasing consumer trust, especially if they genuinely use the promoted products. For example, Tasya Farasya is considered credible in the fashion and beauty category.

Chen & Yang's (2023) research shows that influencers in live streaming play a significant role in increasing customer engagement with a brand, which ultimately drives purchase intent. The presence of influencers in live streaming sessions can also enhance product credibility and build emotional connections with customers, thereby increasing sales conversions. Paransa & Sadewo (2020) assert that the dropshipping model in e-commerce influences trust, interest, and purchasing decisions, especially through interactive digital marketing such as live streaming. Furthermore, Shafwah et al. (2024) state that customer reviews have a significant impact on purchasing decisions.

Comparison of Trust: Dropshipper vs. Official Store. Most customers prefer shopping at the official store compared to through a dropshipper. The main reasons are the guaranteed authenticity and quality of the products, assurance of product availability, and protection from fraud risks such as items not matching the description or being replaced with other products. Bain & Company (2024) reported that 90% of consumers in Southeast Asia prefer to buy from official stores because they feel safer regarding product authenticity and return policies.

The Convenience of Online Shopping and the Challenges of Dropshipping. Most customers find online shopping more practical because it allows them to compare prices and products more easily. However, some still prefer offline shopping to ensure the quality of the goods and avoid the risk of long pre-orders. The main challenge in shopping through a dropshipper is the difference between the product photo and the actual item received. Some customers mention that there are dropshippers who replace the items with lower quality ones but still sell them at the same price.

The research by Pandey & Parmar (2019) emphasizes that the main factors influencing online shopping behavior are ease of access to information, price transparency, and customer reviews. These factors are further optimized through social media, making it a potential marketing channel despite facing various challenges.

This research analyzes the impact of social media on the success of dropshippers in the Indonesian e-commerce industry, particularly in the fashion sector. To address the formulated problem, this research combines sales data from 2024 with interviews with dropshippers and

customers, highlighting trends, challenges, and strategies that influence the performance of the dropshipping business.

The interview results show that TikTok, Shopee, and Instagram are the main platforms for dropshipping promotion. Social media allows for a wider audience reach through video content, live broadcasts, and interactive ads, which play a crucial role in enhancing product visibility and building customer trust. Fadhilah et al. (2024) emphasize that direct interaction through TikTok Live Streaming not only increases transaction transparency but also strengthens emotional connections with customers, which ultimately drives loyalty and sales conversions.

This finding is supported by the research of Alhanatleh et al. (2023), which states that digital marketing through TikTok has a significant impact on consumer purchase intentions. Trend-based algorithms and interactive video features make it easier for potential buyers to find products that match their preferences. Additionally, platforms like TikTok and Shopee optimize machine learning technology to tailor promotional content to user habits, thereby enhancing overall marketing effectiveness.

. Table 1 Social Media Usage and Impact on Sales

| Platform | Usage by Dropshippers (%) | Impact on Sales Performance (%) |
|-----------|---------------------------|-----------------------------------------------------------------|
| TikTok | 85% | +20-30% revenue increase from viral marketing and live commerce |
| Shopee | 78% | +15-25% revenue growth from Flash Sales and Shopee Live |
| Instagram | 65% | +12-18% customer retention via interactive content |

Source: PT XYZ. Processed Data

Dropshippers report that live commerce significantly increases customer engagement through live Q&A sessions and promotions by influencers, which in turn boosts trust and sales conversions. Features such as shoppable videos and live selling allow sellers to showcase products in real-time, answer consumer questions, and provide live demonstrations. According to Fadhilah et al. (2024), such interactions are a key factor in building customer trust in online transactions. Customers feel more confident about the quality of the products purchased, reducing the risk of dissatisfaction, and increasing the likelihood of repeat purchases. The Google e-Conomy SEA report (2024) reveals that 35% of total e-commerce transactions in Indonesia now come from live commerce interactions.

The Effectiveness of Digital Marketing Strategies in Attracting Customers. Sales data for 2024 (Table 2, below) shows fluctuations influenced by various factors, including national holidays, promotional moments, and shopping trends. The highest sales were recorded in August 2024, reaching Rp373.018 billion, while the lowest sales occurred in November 2024 with Rp289.135 billion. The increase in sales in August by 7.7% compared to July is attributed to the celebration of Indonesia's Independence Day on August 17, where various e-commerce platforms and marketplaces held major discounts such as the "Promo Merdeka" program, attracting many consumers. Another surge occurred in December 2024, with a 3.5% increase compared to November, caused by the National Online Shopping Day (Harbolnas) which took place from December 10-16. Harbolnas 2024 recorded a total transaction of Rp31.2 trillion, with 52% coming from local products.

Research by Shafwah et al. (2024) shows that digital marketing and online customer reviews have a significant impact on consumer purchasing decisions in e-commerce, especially in product categories such as skincare and fashion. The significant discounts offered during major events, combined with strong digital marketing strategies such as paid advertisements, trend-based promotions, and customer testimonials, are capable of driving purchase interest and significantly increasing transaction volumes.

Table 2 Monthly Sales Performance (2024)

| Month | Total QTY Sold | Total Sales (IDR) | % Change from Previous Month |
|-------|----------------|-------------------|------------------------------|
|-------|----------------|-------------------|------------------------------|

| | | | |
|------------|--------|---------------|---------------------------|
| January | 2,690 | 291,060,000 | - |
| February | 2,811 | 316,136,000 | +8.6% (↑ IDR 25,076,000) |
| March | 2,792 | 313,490,000 | -0.8% (↓ IDR 2,646,000) |
| April | 2,880 | 328,277,000 | +4.7% (↑ IDR 14,787,000) |
| May | 2,823 | 313,195,000 | -4.6% (↓ IDR 15,082,000) |
| June | 2,958 | 339,887,000 | +8.5% (↑ IDR 26,692,000) |
| July | 2,948 | 346,239,000 | +1.9% (↑ IDR 6,352,000) |
| August | 3,081 | 373,018,000 | +7.7% (↑ IDR 26,779,000) |
| September | 2,847 | 328,828,000 | -11.8% (↓ IDR 44,190,000) |
| October | 2,700 | 324,798,000 | -1.2% (↓ IDR 4,030,000) |
| November | 2,642 | 289,135,000 | -10.9% (↓ IDR 35,663,000) |
| December | 2,615 | 299,324,000 | +3.5% (↑ IDR 10,189,000) |
| Total 2024 | 33,787 | 3,563,387,000 | - |

Source: PT. XYZ, Processed Data

The surge in sales in August and December is not only driven by significant discounts and national events but also by data-driven digital marketing strategies, the use of e-commerce algorithms, as well as the influence of customer reviews and brand trust. This shows that the success of promotional events in e-commerce highly depends on a combination of pricing strategies, digital marketing, and consumer behavior increasingly influenced by algorithms and online trends.

The 10.9% decline in sales in November 2024 was caused by the absence of major promotional events and consumers' tendency to postpone shopping in anticipation of big discounts in December. Nugroho et al. (2023) emphasize that digital entrepreneurs who do not implement omnichannel marketing strategies and event-based campaigns tend to experience sales stagnation compared to those who only rely on regular transactions. This is in line with the findings of Arindaputri & Santoso (2023), which show that the combination of digital marketing, strong brand image, and competitive price perception plays a crucial role in enhancing customer loyalty and purchase intention in e-commerce.

Furthermore, Sagar (2024) in his research on digital transformation in retail emphasizes that digitalization has changed consumer shopping patterns, which are now more actively hunting for discounts and special promotions during major events. The study by Zielke & Komor (2025) supports this finding by stating that consumer choices between online or offline shopping are often influenced by the promotional strategies implemented by e-commerce during certain periods.

Additionally, Wei (2023) highlights the role of e-commerce algorithms in influencing purchasing decisions through dynamic pricing adjustments, data-driven product recommendations, and marketing tailored to user behavior. Marketplaces like Shopee and Tokopedia leverage big data to optimize promotions during major events such as Harbolnas and Promo Merdeka, which further drive transaction surges.

In social media marketing, the success of dropshippers is determined by visibility, customer engagement, and sales conversion rates. Live commerce and the utilization of trend algorithms have become key elements, where dropshippers who actively use TikTok Live and Shopee Live experience increased customer interaction and a sales surge of 20-35%. Aryani et al. (2021) found that interactive videos and live streaming can increase customer trust more effectively than static product descriptions.

Retargeting strategies play a crucial role in maintaining sales, especially during periods of low demand. By retargeting previous visitors through dynamic ads, dropshippers can increase customer retention even when traffic declines. Rijitha (2021) revealed that data-driven

marketing, such as retargeting and ad personalization, has a significant impact on increasing purchase intent because relevant ads are more effective in driving repeat transactions.

Oki Dermawan et al. (2024) emphasize that optimizing digital strategies is crucial for SMEs to enhance their competitiveness in e-commerce. They found that dropshippers who utilize AI-based advertising, influencer promotions, and omnichannel strategies have higher conversion rates compared to those who rely solely on one marketing platform. Thus, success in social media marketing does not only depend on algorithms and live streaming, but also on effective retargeting strategies and data-driven marketing optimization. Dropshippers who implement this strategy well can maintain customer loyalty, increase sustainable sales, and leverage social media trends for broader business expansion.

Challenges and Strategies of Dropshipping on Social Media. Dropshipping through social media opens up great opportunities for entrepreneurs to reach a wide market, but this business model also faces challenges that must be overcome to remain competitive. One of the main challenges is the dependence on algorithms of platforms like TikTok and Instagram, which are constantly changing and can reduce organic reach. As a result, dropshippers must increase their paid advertising budget to keep their products visible. Wei (2023) found that e-commerce platforms use machine learning to tailor product recommendations to users, so dropshippers need to continuously adapt to remain relevant on potential customers' feeds.

Price competition has become the main challenge, where many sellers offer similar products at lower prices. In this condition, branding and customer trust become determining factors. Guo & Zhai (2022) emphasize that dropshippers who implement data-driven marketing and direct interaction have a greater chance of maintaining customer loyalty compared to those who only focus on price competition.

The reliability of suppliers and product quality also pose challenges, considering that dropshippers do not have direct control over stock, shipping, and product quality. Adriansyah et al. (2025) emphasize that the success of dropshipping depends on the selection of the right suppliers and the utilization of technology to monitor orders and customer service. Dropshippers who integrate inventory management systems and chatbots are more effective in overcoming operational challenges compared to manual methods.

Thus, the success of dropshipping is not only determined by understanding algorithms and branding strategies but also by innovation in supplier management and customer service. Adaptation to platform changes, investment in data-driven marketing, and the selection of reliable suppliers are key strategies to maintain competitiveness in the digital market.

The Role of Product Quality and Brand Loyalty in Dropshipping. The interview results show that product quality and brand loyalty are the main factors in the evaluation of dropshipper products. Customers trust live streaming more than photos or product descriptions because they can see the details directly before making a purchase. Arindaputri & Santoso (2023) found that product visualization in live streaming increases trust and creates an emotional attachment to the brand, which drives consumer loyalty.

However, not all customers have a positive experience. Some complain about the mismatch between the product and their expectations, such as color, material, or size, making them more selective and inclined to choose sellers with a good reputation and clear return policies. The same study emphasizes the importance of a strong brand image and transparency of product information for dropshippers who do not have full control over the quality of the goods. Additionally, customer reviews and product ratings greatly influence purchasing decisions. Consumers often rely on testimonials before making a purchase, especially on social media. Dropshippers with a positive track record, active interaction, and responsive after-sales service are more likely to increase sales. Therefore, building trust through information transparency, positive reviews, and live streaming becomes a crucial strategy to maintain customer loyalty and competitiveness.

CONCLUSION

For XYZ Company, leveraging dropshipping through social media has significantly expanded its market reach and brand visibility. Social media platforms such as TikTok, Instagram, and Shopee Live have proven to be powerful tools in increasing exposure, as their algorithms prioritize interactive content. By actively engaging in live streaming, short video promotions, and influencer collaborations, XYZ has been able to attract a larger audience and maintain a strong presence in a highly competitive market. Consistent content creation and optimized posting schedules have further enhanced customer engagement, allowing XYZ to reach potential buyers more effectively.

The digital marketing strategies employed by XYZ have demonstrated considerable effectiveness in attracting customers. By utilizing data-driven marketing techniques, including targeted ads and search engine optimization (SEO) for marketplace listings, XYZ has optimized its sales funnel. Customer reviews, especially in the form of video testimonials, have played a crucial role in building trust and influencing purchasing decisions. Additionally, engagement strategies such as personalized responses to inquiries, promotions through social media campaigns, and loyalty programs have increased customer retention. However, the effectiveness of these strategies depends on the company's ability to adapt to ever-changing social media algorithms and consumer behavior trends.

The success of XYZ in social media-based dropshipping is influenced by several key factors. First, an in-depth understanding of platform algorithms has been crucial for optimizing content reach and maximizing engagement. Second, customer trust has been reinforced through transparency in product descriptions, interactive live demonstrations, and a well-structured review system. Third, automation tools, including chatbots for customer service and integrated inventory management systems, have streamlined operations and improved efficiency. Lastly, strong supplier relationships have played a critical role in ensuring consistent product quality and timely order fulfillment, reducing potential complaints and increasing customer satisfaction.

Despite these successes, XYZ has encountered several challenges in managing its dropshipping business. Price competition remains a significant issue, as many sellers offer identical products at lower prices. To differentiate itself, XYZ has focused on branding, emphasizing superior customer service and product reliability. Additionally, supplier dependency has posed risks related to stock availability, delivery delays, and quality inconsistencies. To mitigate these challenges, XYZ has carefully selected reliable suppliers and implemented quality control measures, such as monitoring customer feedback and offering flexible return policies. Another challenge has been adapting to frequent algorithm changes on social media platforms, requiring continuous adjustments in content strategy to maintain visibility.

From the customer's perspective, trust in XYZ's dropshipping products is shaped by the shopping experience and service quality. Live streaming product demonstrations have significantly enhanced customer confidence by providing real-time insights into product details. However, customer expectations must be managed carefully, as occasional discrepancies in color, material, or sizing have led to dissatisfaction. Reviews, ratings, and seller reputation are crucial in influencing purchasing decisions, making after-sales service and customer support vital components in ensuring long-term loyalty. To further enhance trust, XYZ has prioritized customer education through detailed product descriptions and interactive Q&A sessions, ensuring a more informed buying process.

Overall, XYZ Company's experience with dropshipping has demonstrated that success in this model requires more than just a strong social media presence. A combination of strategic marketing, supplier reliability, automation, and customer engagement is essential for long-term sustainability. By continuously refining its approach and staying responsive to both

platform changes and customer needs, XYZ is well-positioned to maintain its competitive edge and grow its digital business in the evolving e-commerce landscape.

Suggestions for Dropshippers

Optimizing the Utilization of Social Media Algorithms. Dropshippers need to continuously monitor changes in algorithms on platforms like TikTok, Shopee, and Instagram to ensure their products continue to receive optimal exposure. Strategies that can be implemented include increasing upload frequency, using content formats favored by the algorithm (such as short videos and live streaming), and actively interacting with the audience to boost engagement.

Using Automation Technology. To improve operational efficiency, dropshippers can adopt technologies such as inventory management systems, chatbots for customer service, and integration with e-commerce platforms. This automation can help in handling orders more quickly, reducing errors, and increasing customer satisfaction.

Utilizing Data-Driven Marketing. Analyzing customer data can help in formulating more targeted marketing strategies. By understanding purchasing patterns, consumer preferences, and the effectiveness of advertising campaigns, dropshippers can adjust promotions more effectively, whether through paid ads or organic strategies.

Building a Strong Brand. Considering the tight price competition, product differentiation must be achieved through strong branding. Dropshippers need to develop a consistent brand identity, provide engaging narratives, and build long-term relationships with customers through personal communication and a more enjoyable shopping experience.

Choosing a Reliable Supplier and Managing Logistics Effectively. The success of a dropshipping business heavily depends on the reliability of the supplier. Therefore, it is important for dropshippers to establish partnerships with suppliers who have a good reputation, offer quality products, and have a fast and reliable shipping system. Additionally, transparency in delivery time estimates and clear return policies can enhance customer trust.

Suggestions for Future Research

Study on the Influence of Customer Experience on Customer Loyalty in Dropshipping Business. Considering the importance of customer satisfaction in building loyalty, future research could delve into how aspects of customer experience, including product transparency, after-sales service, and digital interactions, influence purchasing decisions and customer retention.

Comparative Study between Dropshipping and Other E-commerce Business Models. To provide broader insights, the research can compare the effectiveness of dropshipping with other business models such as private label. This analysis will help business practitioners choose the strategy that best fits their market conditions and resources.

Evaluation of the Effectiveness of Collaboration with Influencers in Increasing Dropshipping Sales. Collaboration with influencers has become a key strategy in digital marketing. Research can be conducted to measure the effectiveness of certain types of influencers (nano, micro, or macro) in increasing engagement and sales conversion for dropshippers.

By implementing the right strategies and supported by more in-depth research, dropshippers can more effectively face industry challenges and build a sustainable business in the digital era.

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