

The Influence of the Marketing Mix on E-loyalty for N'Pure Products on TikTok Shop in Greater Bandung

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Abstract

The purpose of this study is to investigate how the marketing mix affects e-loyalty for N'Pure items on TikTok Shop in the Greater Bandung region. The study focuses on consumers who have purchased or used N'Pure products on TikTok Shop in the Greater Bandung area. This research employs a quantitative method, using an online survey to collect a sample of 140 respondents. In addition, the data analysis methods used in this study included multiple regression analysis, which was conducted using the Statistical Program for the Social Sciences (SPSS). Based on the findings of this study, online loyalty is positively and significantly influenced by three aspects of the marketing mix product, price, place, and promotion while online loyalty is negatively and significantly influenced by one aspect of the marketing mix. E-loyalty is influenced simultaneously by the marketing mix (product, price, place, and promotion). These results suggest that managers should routinely evaluate packaging design to prevent visual fatigue and implement dynamic pricing in line with digital purchasing trends.

INTRODUCTION

In the age of digitalization, economic changes are deeply felt in various aspects of life, including the world of marketing. This digital revolution has brought fundamental changes and, in some cases, created new opportunities and challenges for businesses. In today's increasingly competitive business environment, competition among companies has intensified, forcing entrepreneurs to seek innovative marketing solutions to gain and maintain market share. In Indonesia, the use of social media has become a highly successful marketing tactic. The rapid development of digital technology in Indonesia has spurred the emergence of various e-commerce platforms that facilitate online transactions for both buyers and sellers. Following Shopee and Tokopedia, one such marketplace has rapidly grown to become the third-largest player in the Indonesian market. After Shopee and Tokopedia comes TikTok a Chinese music video platform launched in September 2017 which now holds the third-largest market share in Indonesia and has functioned as an e-commerce platform in the country since April 2021 (Katadata, 2025).

In 2025, Indonesia officially became the country with the largest number of TikTok users in the world. A recent survey by We Are Social and Meltwater indicates that the total number of TikTok users in the country reached 194.37 million. This figure places Indonesia at the top globally, surpassing the United States, which has only 146.07 million users (Dataloka, 2025). The data on the top 10 countries with the most TikTok users worldwide is as follows:

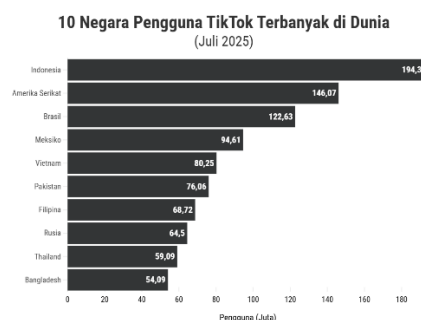


Figure 1 TikTok Users in Indonesia in 2025

Source: (Dataloka, 2025)

The high number of TikTok users in Indonesia has had a very positive impact on the public's growing interest in beauty and skincare trends widely shared through this platform. This finding aligns with the results of a survey of skincare and makeup users released by GoodStats(2025) , which shows that the majority of Indonesians regularly use various skincare and makeup products. The most commonly used types of skincare products include facial wash (89.8%), sunscreen (80.2%), and moisturizer (69.9%), while in the makeup category, facial products are the most dominant, accounting for 86.4%. This survey involved 2,090 respondents from across Indonesia and reflects consumer trends regarding skincare and cosmetic products in 2025, signaling an increase in awareness and consumption of beauty products among social media users, particularly on TikTok Shop.

One standout brand is N'Pure, founded by Devina Wijaya in 2017 with a focus on creating natural skincare products and a clean beauty approach (Woman's Obsession, 2024). Institutionally, N'Pure is managed by PT Penta Natural Kosmetindo, an Indonesian company operating in the skincare and cosmetics sector. N'Pure is known for its dedication to offering products that have been tested by dermatologists, are halal-certified, registered with BPOM, and tailored to the skin needs of Indonesian consumers (Nurhayati & Suryono, 2025). N'Pure has also successfully attracted consumers' attention through innovative products made with natural ingredients and active promotions on the TikTok Shop platform. N'Pure offers a variety of skincare lines, but its most famous product is the N'Pure Centella asiatica face toner, which comes in attractive packaging and contains real Centella asiatica leaves in every bottle. This is due to the increasingly fierce competition in the skincare market. This is evidenced by the fact that N'Pure Centella asiatica face toner ranks among the top 7 most successful toners in e-commerce and can compete with international products (Wiwaha, 2022). N'Pure needs to refine its marketing strategies to achieve further growth. Based on data from compas.co.id(2022), it is known that N'Pure is one of the five toner brands in the category with the highest sales revenue on Indonesian marketplaces from June to August 2022. However, to date, no official published data has been found indicating that N'Pure is among the nominees for 2025. Therefore, data up to 2022 will serve as the primary reference for assessing N'Pure initial performance in the local skincare market. This indicates that N'Pure Toner is capable of competing with other brands amid the rapidly growing skincare industry. The trend of increasing public interest in N'Pure This can be seen in the following Google Trends data:

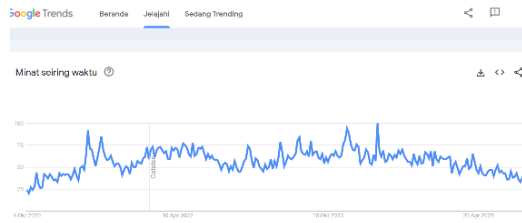


Figure 2 N'Pure search volume

Source: (Google Trends, 2025)

The figure above shows that search volume for N'Pure in Indonesia has fluctuated from 2023 through mid-2025. However, the graph also reveals a decline in search interest in mid-2025, which may indicate that N'Pure popularity on social media does not yet fully correlate with sustained e-loyalty. This phenomenon may point to a research issue: a decline in e-loyalty toward N'Pure products, particularly in the context of digital marketing via TikTok Shop. However, despite high levels of exposure and digital promotion, it remains evident that a significant portion of consumers are prone to brand switching and have not yet demonstrated long-term e-loyalty toward N'Pure products (Carrara, 2025). This indicates that the marketing mix is not yet fully effective. This situation demonstrates that a strong marketing strategy does not necessarily lead to the development of stable consumer loyalty (Putri & Arsyad, 2025). Furthermore, market analysis data published by Kompas.co.id (2021–2024) also shows that sales of N'Pure products on Indonesian e-commerce platforms have fluctuated over the past four years. The trend in N'Pure year-over-year The following data shows sales performance:

Table 1 Sales Performance Data

Year	Sales Performance	% Change
2021	7.80%	-
2022	4.05%	-3.75%
2023	10.1%	+6.05%
2024	8.90%	-1.20

Source: (Kompas.co.id 2021–2024)

The table above shows an annual decline in N'Pure sales. Based on these two periods, the average annual decline for N'Pure is approximately 2.47%, with a decline of -1.20% projected for 2024.

Based on empirical observations within the scope of N'Pure marketing operations on TikTok Shop, there are indications that the elements of product, price, place, and promotion in the marketing mix is not yet optimal for addressing the competitive dynamics on social commerce platforms such as TikTok Shop. In terms of product, N'Pure is experiencing market saturation with its flagship product lines, particularly the Cica Series. Customers are drawn to fresh and viral active ingredients like panthenol and SymWhite amid rapidly shifting cosmetic trends on TikTok Shop. Consequently, this creates the perception that N'Pure product innovations are not responsive enough to changing market trends (Sundamanik et al., 2024). Furthermore, products with a natural beauty concept and claims of gradual benefits are less competitive compared to products with claims of quick results which are often made viral by content creators due to the characteristics of TikTok Shop customers who seek quick results (markettrack.id, 2024). In terms of pricing, the aggressive pricing strategies employed by several new companies on TikTok Shop are putting significant pressure on N'Pure. Both local and foreign competitors use extreme discounts and bundling techniques to attract Gen Z customers, who are highly price-sensitive

(Safitri et al., 2025). The main issue is not that N'Pure prices are significantly higher, but rather how rarely significant discounts are offered, especially during live streams. It has been proven that offering real-time discounts during live streams is crucial for boosting sales conversions on TikTok Shop (Safitri et al., 2025). Regarding the "place" aspect, a common challenge relates to product inventory management on TikTok Shop, particularly when using the "yellow cart" option. When N'Pure products are advertised by affiliates with large followings, they are frequently reported as out of stock, resulting in significant revenue losses (CNBC Indonesia, 2024). Additionally, automatic order cancellations can occur due to delays in inventory data integration between TikTok Shop and physical warehouses, which ultimately reduces store performance and product visibility within TikTok's algorithm. Meanwhile, regarding promotions, audiences are becoming increasingly disinterested in promotional content that is formal or overly scripted. Compared to competitors who emphasize a "shoppertainment" strategy which combines entertainment and interpersonal connections during live-streaming sessions N'Pure promotions are perceived as lacking authenticity (Sundamanik et al., 2024). A product's chances of appearing on a TikTok user's For You Page (FYP) are directly influenced by a lack of diversity in promotional strategies and innovative interactions, which can shorten audience watch time (CNBC Indonesia, 2024; markettrack.id, 2024).

Previous studies have yielded inconsistent findings regarding the impact of each component of the marketing mix on online loyalty. First, online loyalty is positively and significantly influenced by product variables (Aprillian & Putra, 2025). Previous studies, however, have produced contradictory findings, notably that the product significantly reduces customer loyalty (Mutiarra et al., 2024). Second, price also shows inconsistent results. According to Rishanto & Putra (2024), Devina & Yanuar (2022), and Putra Desanto et al. (2025), Although some studies indicate that price has a significant negative impact on loyalty, other studies suggest that price actually has a positive effect on e-loyalty (Nuraini & Adialita, 2024). Third, E-loyalty is positively and significantly impacted by place (Aprillian & Putra, 2025). However, other studies indicate that price has a negative and significant effect on consumer loyalty (Mutiarra et al., 2024). Fourth, promotion has a positive effect on e-loyalty (Rishanto & Putra, 2024). However, according to the results of another study, promotion has a significant negative effect on customer loyalty (Meitiana & Tuwuh Sembhodo, 2022). Customer loyalty is simultaneously impacted by the marketing mix (Siregar, 2019). According to Manik & Rofiaty (2022), Customer loyalty is significantly impacted by the marketing mix (product, price, place, and promotion). Additionally, Ismail et al. (2023) further discovered that customer loyalty is positively and significantly impacted by the marketing mix.

Product, price, site, and promotion are expected to have a partial impact on e-loyalty based on empirical data and prior research findings. Additionally, it is anticipated that the marketing mix would affect e-loyalty. The image below depicts the study's conceptual structure.

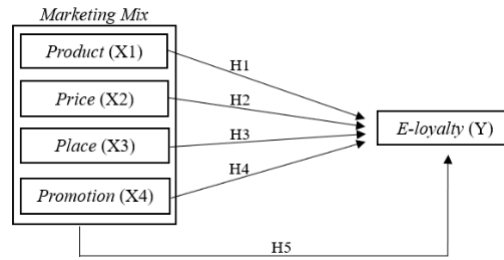


Figure 3 conceptual model

METHODS

This study employs a quantitative approach aimed at testing the influence of the marketing mix on e-loyalty. The research subjects are consumers who have purchased and used N'Pure products on the TikTok Shop in the Greater Bandung area. Primary data was collected via a five-point Likert scale questionnaire, which was distributed online through Google Forms.

The population in this study consists of consumers aged 17 years or older who have purchased and used N'Pure products on TikTok Shop. With a sample size of 140 respondents, the research method used is convenience sampling, which falls under non-probability sampling. The collected data will be analyzed using descriptive statistics, validity and reliability tests, classical assumption tests, multiple regression analysis, the t-test (partial), and the F-test (simultaneous). All data processing and analysis will be conducted systematically to draw conclusions regarding the cause-and-effect relationships among the variables in this study.

RESULTS AND DISCUSSION

Respondent Profile

Table 2: Respondent Profile

Description	Frequency	Percentage
Do you live in the Greater Bandung area?		
Bandung City	90	64.3
Cimahi City	17	12.1
Bandung Regency	25	17.9
West Bandung Regency	8	5.7
Gender		
Male	16	11.4
Female	124	88.6
Age		
17–20 years	7	5
21–26 years	109	77.9
27–32 years	8	5.7
33–38 years	7	5
39–40 years	5	3.6
>40	4	2.9

Occupation/Profession		
Housewife	6	4.3
Private-Sector Employee	27	19.3
Entrepreneurs	5	3.6
Labor	4	2.9
Civil Servants	3	2.1
College Students	94	67.1
Schoolchildren	1	0.7
Have purchased N'Pure products		
Yes	140	100
No	0	0
Purchase Frequency in the Last 3 Months		
1 Time	44	31.4
2–3 times	73	52.1
4–5 times	15	10.7
> 6 times	8	5.7

Source: Author-processed data, 2026

Based on respondent profile data, the majority of respondents reside in Bandung (64.3%) most are female (88.6%) and aged 21–26 (77.9%) the majority are college students (67.1%) and their purchase frequency over the past 3 months is 2–3 times (52.1%).

Descriptive Analysis

These descriptive tests were measured using a 1–5 Likert scale and interpreted based on an interval range divided into five categories: (1.00–1.80) very poor, (1.81–2.60) poor, (2.61–3.40) moderate, (3.41–4.20) good, (4.21–5.00) very good.

Table 3 Results of the Descriptive Analysis

No	Statement	Results of Descriptive al Analysis	Score Interval
		Mean	Notes
Product			
1	X1.1	4.16	Good
2	X1.2	4.34	Very Good
3	X1.3	4.34	Excellent
4	X1.4	4.06	Good
5	X1.5	4.34	Very Good
6	X1.6	4.42	Excellent
7	X1.7	4.28	Very Good
8	X1.8	4.30	Very Good
9	X1.9	4.28	Very Good
Price			
1	X2.1	4.10	Good
2	X2.2	4.26	Very Good
3	X2.3	4.24	Excellent
4	X2.4	3.96	Good
Place			

1	X3.1	4.41	Excellent
2	X3.2	4.46	Excellent
3	X3.3	4.52	Excellent
Promotion			
1	X4.1	4.05	Good
2	X4.2	4.20	Good
3	X4.3	4.44	Very Good
4	X4.4	4.15	Good
5	X4.5	4.13	Good
6	X4.6	4.21	Very Good
7	X4.7	4.04	Good
8	X4.8	4.08	Good
9	X4.9	4.21	Very Good
E-loyalty			
1	Y1	4.17	Good
2	Y2	4.29	Very Good
3	Y3	4.27	Very Good
4	Y4	3.92	Good

Source: Author-processed data, 2026

Based on the results of the descriptive analysis of the data on product, price, place, promotion, and e-loyalty, the mean scores for each instrument ranged from 3.92 to 4.46; therefore, the product, price, place, promotion, and e-loyalty for N'Pure products on TikTok Shop in the Greater Bandung area are considered very high. However, a more in-depth analysis of each variable reveals several indicators with the lowest mean values that require special attention. For the "product" variable, With a score of 4.06, indicator X4 has the lowest average score. Similarly, indicator X4 has the lowest average score (3.96) for the "price" variable. In contrast, indicator X1 has the lowest average score (4.41) for the "location" variable. At a value of 4.05, indicator X1 has the lowest average value for the "promotion" variable. Finally, indicator Y4 has the lowest average value (3.92) for the "e-loyalty" variable.

Validity and Reliability Tests

Table 4 Results of the Reliability and Validity Tests

Variable	R _{calculated}	Cronbach's Alpha	Description
Product	0.514	0.819	Reliable and valid
	0.672		Reliable and valid
	0.575		Reliable and valid
	0.494		Reliable and valid
	0.752		Reliable and valid
	0.681		Reliable and valid
	0.700		Reliable and valid
	0.676		Reliable and valid
	0.756		Reliable and valid
Price	0.804	0.746	Reliable and valid
	0.711		Reliable and valid
	0.733		Reliable and valid

	0.772		Reliable and valid
	0.816		Reliable and valid
Place	0.784	0.715	Reliable and valid
	0.807		Reliable and valid
	0.683		Reliable and valid
	0.675		Reliable and valid
	0.560		Reliable and valid
	0.629		Reliable and valid
Promotion	0.671	0.821	Reliable and valid
	0.693		Reliable and valid
	0.665		Reliable and valid
	0.594		Reliable and valid
	0.631		Reliable and valid
	0.828		Reliable and valid
E-loyalty	0.737	0.730	Reliable and valid
	0.671		Reliable and valid
	0.756		Reliable and valid

Source: Author-processed data, 2026

All of the questionnaire's items are valid, according to the validity test results, since the significance levels for product, price, place, promotion, and e-loyalty are $0.000 < 0.05$, and the calculated r_{r_calc} for each item in the survey is higher than the critical r_{r_table} , which is 0.2353. This indicates that the data collection tool for this study is capable of measuring what it is intended to measure. Additionally, it is clear from the reliability test findings above that the Cronbach's Alpha value is trustworthy because it is greater than 0.60; reliability in the range of 0.70 is acceptable; and reliability exceeding 0.80 is regarded good (Sekaran & Bougie, 2017). Thus, it ensures consistent measurement when conducted across different time periods.

Classical Assumption Test

Table 5 Results of Classical Assumption Tests

No	Type of Classical Assumption Test	Acceptance Criteria for Test Results	Test Results	Interpretation
1	The Influence of Product, Price, Place, and Promotion on E-Loyalty	Normality Test (Kolmogorov-Smirnov) (sig) > 0.05	0.200	Data with a normal distribution
2	The Influence of Product, Price, Place, and Promotion on E-Loyalty	Multicollinearity Test Tolerance value > 0.1 and VIF < 10	Tolerance value: XI = 0.280 VIF: X1 = 3.570 Tolerance value: X2 = 0.244 VIF: X2 = 4.099	The independent variables do not exhibit a complete or nearly perfect association.

			Tolerance value: X3 = 0.519 VIF: X3 = 1.927 Tolerance value: X4 = 0.474 VIF: X4 = 2.110
3	Heteroscedasticity Test (Glesjer Test)		
The Influence of Product, Price, Place, and Promotion on E- Loyalty	(sig) > 0.05	(Sig): X1 = 0.066 (Sig): X2 = 0.119 (Sig): X3 = 0.074 (Sig): X4 = 0.061	There is homoscedasticity of the residuals in the regression model

Source: Author-processed data, 2026

The normality test score of $0.200 > 0.05$ indicates that the data are normally distributed, according to the results of the traditional assumption tests compiled in Table 4. Additionally, the multicollinearity test findings show that there is no multicollinearity in the data or model, which means that there is no correlation between the independent variables. Additionally, the heteroscedasticity test findings show that there is no heteroscedasticity in the data, meaning that none of the independent factors have a substantial impact on the residuals' absolute value.

Test of Multiple Regression

To ascertain the impact of two or more independent variables on a single dependent variable, multiple regression is utilized. The impacts of product (X1), price (X2), place (X3), and promotion (X4) on e-loyalty (Y) were examined in this study using multiple regression.

Table 6 Findings from the Multiple Regression Analysis

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.382	1.176		1.175	.242
	TOTAL_X1	-.087	.042	-.178	-2.059	.041
	TOTAL_X2	.286	.082	.315	3.512	.001
	TOTAL_X3	.292	.091	.220	3.213	.002
	TOTAL_X4	.266	.037	.523	7.210	.001

a. Dependent Variable: TOTAL_Y

Source: Author-processed data, 2026

$$Y = 1.382 - 0.087X_1 + 0.286X_2 + 0.292X_3 + 0.266X_4$$

It is known that the constant in the multiple regression equation is 1.382. This means that e-loyalty is 1.382 units if every variable is zero. Additionally, the coefficient (β) value of -0.087 and the computed t-value of -2.059, which is less than the essential t-value of 1.6562, indicate that Product has a negative and substantial impact on e-loyalty. A coefficient (β) of 0.286 and a

computed t-value of 3.512, which is higher than the essential t-value of 1.6562, show that price has a positive and significant impact on e-loyalty. A estimated t-value of 3.213, which is higher than the essential t-value of 1.6562, and a coefficient (β) of 0.292 show that place has a positive and significant impact on e-loyalty. A coefficient (β) of 0.266 and a computed t-value of 7.210, which is higher than the essential t-value of 1.6562, show that promotion has a positive and significant impact on e-loyalty. As a result, N'Pure is able to give priority to improvements in the indicators that comprise the pricing, position, and promotion variables. In the meantime, e-loyalty is negatively impacted by the product variable, thus the business must assess product-related factors to boost e-loyalty.

Hypothesis Test

Hypothesis Test Results

Table 7 Hypothesis Test Results

Hypotheses	Relationships Between the Variables	T-Value & Sig	Interpretation of the Results of the Hypothesis Test	
H1	Product $\rightarrow$ E-loyalty	$T_{\text{calculated}}$ -2.059 and Sig 0.041	H_0 is accepted	The alternative hypothesis (H_A) is not supported by the empirical data
H2	Price $\rightarrow$ E-loyalty	$T_{\text{calculated}}$ 3.512 and Sig 0.000	H_0 has been rejected	The alternative hypothesis (H_A) is supported by the empirical data
H3	Place $\rightarrow$ E-loyalty	$T_{\text{calculated}}$ 3.213 and Sig 0.002	H_0 has been rejected	The alternative hypothesis (H_A) is supported by the empirical data
H4	Promotion $\rightarrow$ E-loyalty	$T_{\text{calculated}}$ 7.210 and Sig 0.000	H_0 has been rejected	The alternative hypothesis (H_A) is supported by the empirical data

Source: Author-processed data, 2026

Notes:

1. Criteria for rejecting H_0 : if $t_{\text{calculated}} > t_{\text{table}}$ and if the significance threshold is less than 0.05
2. The multiple regression table for H1, H2, H3, and H4 is 1.6562.

F-Test (Simultaneous)

To ascertain how much the dependent variable can be explained by all independent factors taken together, the F-test was used.

Table 8 F-Test Results (Simultaneous)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	475.534	4	118,884	57,729	.001 ^b
	Residual	278,008	135	2,059		

Total	753,543	139
a. Dependent Variable: TOTAL_Y		
b. Predictors: (Constant), TOTAL_X4, TOTAL_X3, TOTAL_X1, TOTAL_X2		

Source: Author-processed data, 2026

The study of the F-test statistic produced a computed F-value of $57.729 > 2.44$ at a significance threshold of $0.000 < 0.05$, suggesting rejection of H_0 and acceptance of H_A . This indicates that the marketing mix has a simultaneous effect on e-loyalty.

DISCUSSION

The Influence of Product on E-Loyalty

The alternative hypothesis, which asserts that the product has a favorable and considerable impact on e-loyalty, is supported empirically by the first hypothesis test results. However, the relationship between the two variables at the conceptual level implies that e-loyalty is negatively impacted by the product. This suggests that a rise in customers' opinions of the goods does not always translate into a rise in their e-loyalty when making purchases online.

The first hypothesis test's findings indicated that H_0 is accepted. Therefore, it may be said that e-loyalty is negatively impacted by the product. According to research by Mutiara et al. (2024), Rahmawati & Hasan (2023), and Panjaitan et al. (2025), the product may have a detrimental impact on customer loyalty. The outcomes of the descriptive analysis show that indicator X4 regarding "The packaging design of N'Pure products is visually appealing" obtained a mean score of 4.06. This score places packaging design as the lowest-scoring indicator among the product variables. Although consumers generally feel that the packaging design is already attractive, this lowest mean score indicates that this indicator is the most vulnerable area if the company wishes to enhance its competitive advantage. In terms of consumer behavior, packaging design is crucial in creating a first impression, particularly in online sales where visual appeal is paramount. Consumers' initial opinions of a product will be negatively affected if the packaging design fails to capture their attention. Low e-loyalty may stem from a decline in consumers' willingness to make repeat purchases or their brand loyalty. Furthermore, product aesthetics have become more important in the digital age, which is characterized by significant visual exposure through social media and e-commerce platforms. Customers consider a product's aesthetic appeal in addition to its functional quality. Therefore, consistent efforts must be made to enhance visual elements aligned with current trends. The goal is for N'Pure product packaging design not only to maintain e-loyalty but also to boost visual appeal to dominate market share compared to competing products.

The Influence of Price on E-Loyalty

The alternative hypothesis, which holds that price has a positive and considerable impact on e-loyalty, is empirically supported by the results of the second hypothesis test. Conceptually, the link between these two variables can be explained by the claim that customers' e-loyalty toward N'Pure items increases with the perceived price of the brand.

H_0 was successfully rejected based on the findings of the second hypothesis test. Therefore, it can be said that e-loyalty is positively and significantly impacted by pricing. The results of investigations by Rishanto & Putra (2024), Devina & Yanuar (2022), and Putra Desanto et al. (2025), which indicate that pricing has a somewhat beneficial influence, are supported by this conclusion. But according to the findings of the descriptive analysis, indicator X4 regarding "Price competitiveness compared to competitors" had the lowest mean value of 3.96. Consumers

rated this result as very good. This significant positive effect proves that price remains a crucial consideration for consumers in maintaining their e-loyalty. Appropriate pricing policies, transparent discounts, and cost-effective product bundling schemes on TikTok Shop have proven effective in encouraging consumers to make repeat online purchases and remain loyal to the N'Pure brand amidst a sea of competing cosmetics. Thus, these research findings reinforce previous findings, particularly in the context of skincare.

The Influence of Place on E-Loyalty

The alternative hypothesis, which holds that "location" has a favorable and significant impact on e-loyalty, is empirically supported by the results of the third hypothesis test. Conceptually, the relationship between these two factors can be summed up as follows: the more positively N'Pure "place" is perceived, the higher consumers' e-loyalty toward N'Pure products will be.

The third hypothesis test's findings indicated that H_0 had been successfully rejected. Therefore, it can be said that location significantly and favorably affects e-loyalty. This discovery validates the findings of research by Aprillian & Putra(2025), Devina & Yanuar(2022), and Putra Desanto et al.(2025), which imply that location has a somewhat beneficial impact. Indicator X1, which measures "The ease with which customers can find N'Pure products on TikTok Shop," had the lowest mean value of 4.41, according to the descriptive analysis results. This average score is in the "very good" range according to the Likert scale. This implies that N'Pure must remain consistent regarding product stock availability across distribution channels to ensure that the ease of access currently experienced by consumers does not decline in the future.

The Influence of Promotion on E-Loyalty

The alternative hypothesis, which holds that promotion has a favorable and considerable impact on e-loyalty, is empirically supported by the findings of the fourth hypothesis test. The relationship between these two variables can be conceptually explained as follows: consumers' e-loyalty toward N'Pure items increases with the perceived quality of N'Pure promotions.

H_0 was successfully rejected based on the findings of the fourth hypothesis test. Therefore, it can be said that e-loyalty is positively and significantly impacted by promotion. This discovery validates the study's findings of Rishanto & Putra(2024), Devina & Yanuar(2022), and Sari(2023), which suggest that promotion has a partially positive effect. But according to the descriptive analysis's findings, indicator X1 about "the efficiency of TikTok Shop commercials in drawing consumer attention" obtained the lowest mean score of 4.05. This result indicates that N'Pure influencer selection strategy is on target. However, the relevance of influencer promotion methods to product characteristics needs to be further improved. This is important to further optimize the appeal of promotions to consumers, even though, in general, current promotions are already considered good.

The Simultaneous Effect of the Marketing Mix on E-Loyalty

The alternative hypothesis, which holds that the marketing mix significantly and favorably affects e-loyalty, is empirically supported by the findings of the fifth hypothesis test. The relationship between these two factors can be conceptually explained as follows: consumers' e-loyalty toward N'Pure products increases with how well they view the product, price, location, and advertising of N'Pure items.

H_0 was successfully rejected, according to the findings of the fifth hypothesis test. Therefore, it can be said that e-loyalty is positively and significantly impacted by product, price,

place, and promotion. These results corroborate those of research conducted by Manik & Rofiaty(2022), Putra Desanto et al.(2025), and Setiawati & Prabowo(2023), which suggest that customer loyalty is significantly impacted by the marketing mix (product, price, place, and promotion). Nevertheless, according to the findings of the descriptive analysis of the e-loyalty variable, indicator Y4 regarding “Customers’ tendency to avoid switching to brands other than N’Pure when purchasing through TikTok Shop” obtained the lowest average value of 3.92. This result indicates that the level of consumer e-loyalty toward N’Pure products falls into the “good” category. This low figure indicates that while consumer loyalty toward N’Pure is already in the “good” category, since the mean value for indicator Y4 ranks as the lowest among all indicators, the company needs to focus more on this specific indicator. Otherwise, consumers have a high potential to switch to competing products if more attractive offers emerge in terms of product innovation, price, and marketing.

CONCLUSION

Based on the research objective to ascertain how the marketing mix affects e-loyalty toward N’Pure products on TikTok Shop in the Greater Bandung area, it can be concluded that all proposed hypotheses are accepted. Product has a negative and significant impact on e-loyalty, price has a positive and significant impact, place has a positive and significant impact, and promotion has a positive and significant impact.

Scientific Implications

The findings of this study are expected to contribute to future research and serve as an additional source of information for the advancement of marketing science, particularly regarding the impact of the marketing mix on online loyalty toward N’Pure products on TikTok Shop in the Greater Bandung area.

This study has several limitations, starting with the research locus, Since this study only included customers who had used and purchased N’Pure products in the Greater Bandung area. To validate the consistency of the marketing mix’s influence on online loyalty, future researchers are advised to conduct studies with a broader geographic scope or across cities with different consumer cultural characteristics. This will ensure that the research results accurately reflect the characteristics of the target population of N’Pure users.

Managerial Implications

Based on the findings of this study, the product variable has a significant negative impact on online customer loyalty. These findings indicate that customer loyalty toward N’Pure products decreases as product quality increases. Managers need to consider or maintain several product indicators, such as the product’s durability against damage, consistent product quality over time, product safety, product ergonomics, ease of use, product information, product protection, and ease of opening the packaging. However, the results of the descriptive analysis indicate that indicator X4, regarding “N’Pure product packaging design is visually appealing,” ranks lowest among the product variables. Although consumers generally find the packaging design appealing, this lowest mean score indicates that this indicator is the most vulnerable area if the company wishes to enhance its competitive advantage. Therefore, management is advised to conduct periodic evaluations to ensure the packaging design does not become visually stale. If this recommendation is implemented, customer satisfaction will increase, leading to greater loyalty among N’Pure customers on TikTok Shop in the Greater Bandung area. Meanwhile, regarding the price variable, managers can maintain or consider price affordability, price-quality alignment, price-benefit alignment, and price competitiveness. But according to the descriptive analysis's findings, indicator X4 about "Price competitiveness compared to competitors" had the lowest mean value of 3.96. Therefore, managers need to enhance a competitive pricing strategy compared to rival brands. The company can implement dynamic pricing tailored to digital shopping trends, such as offering more economical bundled package options. Regarding the “place” variable, managers

need to prioritize or maintain fast delivery times and easy product access. However, The results of the descriptive analysis show that the indications X1, regarding “The ease with which customers can find N’Pure products on TikTok Shop”, has the lowest mean value of 4.41. Based on the Likert scale, This average score is classified as “very good.” This means that N’Pure must remain consistent regarding product stock availability across distribution channels to ensure that the ease of access currently experienced by consumers does not decline in the future; therefore, managers need to maintain consistent stock supply, which is crucial to prevent stockouts on the TikTok Shop platform. Finally, regarding the promotion variable, managers need to maintain or enhance efforts to attract consumer attention through clear information, discounts, bundling, cashback, engaging digital content, social media activities, and two-way interaction with consumers. However, The descriptive analysis's findings demonstrate that indication X1, concerning “The effectiveness of TikTok Shop ads in attracting consumer attention” received the lowest mean score of 4.05. This finding suggests that N’Pure influencer selection strategy is on target. However, managers need to enhance the relevance of influencers’ promotional methods to the product’s characteristics. This is crucial for further optimizing the appeal of promotions to consumers, even though current promotional efforts are generally considered effective.

By aligning improvements across the product, price, place, and promotion indicators, the company is expected to create a more consistent shopping experience, thereby significantly increasing consumer e-loyalty.

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