

## How Does Word of Mouth Mediate the Relationship between Lifestyle and Product Quality to Customer Loyalty?

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### Abstract

This study examines the influence of lifestyle and product quality on customer loyalty, with word of mouth (WoM) as a mediating factor for Erigo products. The research focuses on YARSI University students (Batch 2016-2019) who have purchased Erigo products. It contributes to consumer behavior and marketing literature by highlighting WoM's role in fostering loyalty to local fashion brands. The sample consists of 100 respondents who purchased Erigo products 1-2 times, 3-4 times, or more than 4 times, selected through purposive sampling with a non-probability method. Data were collected via questionnaires and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). Findings reveal that lifestyle and product quality significantly influence WoM. Lifestyle directly impacts customer loyalty, while product quality does not. WoM strongly affects customer loyalty and mediates the relationship between both lifestyle and product quality with loyalty. These results emphasize WoM's critical role in enhancing loyalty, reinforcing the importance of targeting lifestyle alignment and product quality in Erigo's marketing strategies. By leveraging WoM effectively, Erigo can strengthen customer retention and advocacy among its student consumer base.

Keywords: Customer Loyalty, Word of Mouth, Product Quality, Lifestyle.

JEL Classification: M31, D91, M37

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### 1. Introduction

The clothing industry in Indonesia closely rivals foreign companies in both quality and the sourcing of raw materials. This sector continues to experience substantial production growth and holds the highest export value. In 2021, Indonesia saw a remarkable 17.74% increase in textile and apparel exports, reaching US\$6.9 billion, up from US\$5.85 billion in the previous year. Notably, China remains the primary market for Indonesia's textile and apparel exports, with approximately 3.23 billion meters of clothing fabric sourced from China. Textile production consistently exceeds three billion meters monthly (Rahmawati, 2022). However, Indonesian people still need to gain a higher level of awareness of Indonesian products. Fashion companies whose quality is close to foreign products include Buttons carves, Major Minor, Elhaus, Matoa, Sagara, CAST Eyewear, and Erigo. Erigo is a well-known clothing brand in Indonesia and several other Asia.

The clothing industry in Indonesia closely rivals foreign companies in both quality and the sourcing of raw materials. This sector continues to experience substantial production growth and holds the highest export value. In 2021, Indonesia saw a remarkable 17.74% increase in textile and apparel exports, reaching US\$6.9 billion, up from US\$5.85 billion in the previous year. Notably, China remains the primary market for Indonesia's textile and apparel exports, with approximately 3.23 billion meters of clothing fabric sourced from China. Textile production consistently exceeds three billion meters monthly (Rahmawati, 2022). Erigo was founded in 2010 with the initial name "Selected and Co." which focuses on producing casual batik clothing (Nainggolan, 2022). Then, in 2013, the founder Muhammad Sadad innovated with the name Erigo and then sold unisex clothing with a contemporary street style and travel concept.

In 2019, Erigo was honored with an award from the Indonesian Museum of Records (MURI) for its collaboration with THANKSINSOMNIA in selling 1,500 pieces of clothing online within just 52 minutes (Setiawan, 2019). This remarkable achievement led to Erigo's participation in the prestigious New York Fashion Week 2022, where the brand was showcased alongside renowned influencers from the Indonesian fashion industry. Furthermore, Erigo received recognition and an award from Shopee in 2020. In a significant move towards international expansion, Erigo also launched a pop-up store in SoHo, New York, on September 7, 2021, which ran for two weeks (Nasution, 2021). This milestone not only propels Erigo into the global fashion arena but also serves to promote Indonesian fashion and inspire young innovators.

**Table 1. Erigo Sales 2015–2020**

No	Year	Sales (IDR)
1	2015	22,457,515,638
2	2016	50,000,000,000
3	2017	72,361,000,000
4	2018	80,000,000,000
5	2019	87,000,000,000
6	2020	100,000,000,000

Source: Data processed (2023)

Based on online sales reports obtained, it is known that Erigo sales are quite good, with a growth of 22%, wherein in the first semester of 2015, Erigo sales reached around IDR 2,100,000,000. Meanwhile, turnover from July to December 2015 increased by 93%, namely Rp. 2,500,000,000, during the event, there was a significant increase, where from January to June, Erigo's turnover reached more than IDR 6,000,000,000. In the second semester of 2015, Erigo Events managed to reach a turnover of 14 billion. So, the total combined online and event turnover reached almost 2 times (104%) compared to the previous year, namely IDR 22,457,515,638. In 2016, Erigo was more aggressive in marketing through online and offline media, and as a result, Erigo's turnover increased rapidly to IDR 50,000,000,000 (50 billion) or doubled from the previous year (Mega, 2017).

Erigo has seen a significant increase in sales but has also faced challenges, including a *plagiarism case* in 2020. The company was suspected of being involved in a design *plagiarism case* related to their new "Sukajan" jacket collection, which bore a striking resemblance to the work of Polish artist Nora Potwora. This issue garnered significant attention after Potwora shared the similarities on his personal Twitter account, alleging that Erigo had used his work without permission and disregarded his attempts to communicate. After public outcry, Erigo acknowledged the plagiarism and took responsibility. They issued an official statement, confirming compensation for Potwora, ceasing the sale of the Sukajan jacket, and pledging to donate the remaining products to those in need. Erigo apologized and committed to ensuring that such an incident would not occur again (Widianingtyas, 2020).

The next problem is that Erigo can still make several mistakes, one of which is errors or omissions in selling the products it sells to its consumers. Most people who know about Erigo say that its products are among the best local products in Indonesia; however, some consumers still need to get a similar experience when buying products from Erigo. The following are several complaints about Erigo clothing products by customers.

This study highlights a significant knowledge gap on the elements affecting consumer loyalty in relation to Indonesian fashion labels such as Erigo. Even while Erigo has had significant success in terms of revenue growth, accolades, and global recognition, it continues to need help guaranteeing consistent product quality and resolving consumer complaints. Despite Erigo's accomplishments and stellar reputation for quality, this unpredictability has resulted in inconsistent customer experiences, which impacts brand loyalty (Aprillia, 2024).

The need to investigate the combined effects of lifestyle attitudes, product quality, and word-of-mouth (WOM) on consumer loyalty represents a research need. Despite Erigo's strong brand positioning in both domestic and foreign markets, problems, including complaints about the quality of its products and cases of design plagiarism, point to certain areas where customer loyalty may need to be improved. Additionally, despite Erigo's global expansion and marketing initiatives, Indonesian customers frequently need more understanding of local brands, which may have an impact on their interaction with the company.

## 2. Literature Review and Hypothesis

### **Influence of lifestyle on word of mouth**

Lifestyle is often described by a person's activities, interests, and opinions. A person's lifestyle is usually not permanent and changes quickly. Someone may quickly change the model and brand of clothing because they adapt to changes in their life (Sumarwan, 2014). Meanwhile, according to Kotler & Keller (2016), lifestyle is a person's global lifestyle, which is expressed in their activities, interests, and opinions. Lifestyle describes a person's holistic self as he interacts with his environment. Lifestyle describes a person's patterns of acting and interacting globally (Assidiki & Budiman, 2023).

The relationship between lifestyle and *word of mouth*, where lifestyle can help identify target groups who have the same interests and values. People with similar lifestyles are more likely to interact with each other and are more likely to share experiences, opinions, and recommendations about products or services that fit their lifestyles. For example, individuals who like *fashion* tend to talk about their experiences in choosing clothes and recommend places that sell trendy clothes to friends with similar lifestyles.

**H1: Lifestyle has a positive effect on word-of-mouth**

### **Influence of product quality on word of mouth**

The relationship between product quality and word of mouth is that good product quality triggers a positive response from customers. When customers are satisfied with a product, they are more likely to talk to friends, family, coworkers, or others in their social circle about their positive experiences (Maghfur et al., 2023)(Munawaroh & Simon, 2023). High product quality will often result in positive reviews on various platforms, such as review websites, social media, or discussion forums. These positive reviews can later increase potential customers' trust in the product and influence their purchasing decisions. They may recommend the product to others, indirectly contributing to positive word of mouth. Wahyu & Gorda (2017), Saifudin (2016), Pohan (2022), and Puspasari (2019) show that the test results have proven that there is a significant influence. Product Quality against *word of mouth*. These results strengthen that product quality can influence word of mouth.

**H2: Product quality has a positive effect on word-of-mouth**

**Influence of lifestyle on customer loyalty**

Kotler and Keller (2016) argue that lifestyle is a person's global lifestyle, which is expressed in their activities, interests, and opinions. Lifestyle describes a person's holistic self as he interacts with his environment. Lifestyle describes all a person's patterns of acting and interacting globally. Darmianti and Prabawani (2019) stated that product characteristics and buyer patterns influence the relationship between lifestyle and customer loyalty. Suppose purchasing is a routine activity (habit). In that case, customers will likely be loyal to the company brand means that if consumers' evaluation of the product is high, consumers will try to strengthen their relationship with the company. Consumers' statements that perceive that the product they are making looks outdated mean that consumers will show certain behaviors, such as cutting ties with the company, reducing spending with the company, and complaining (Herniyati & Muslikh, 2024). It is this behavioral intention that will signal whether consumers will remain loyal or switch. Therefore, lifestyle influences customer loyalty (Pratama, 2016, Febianto et al., 2020, Candri et al., 2022).

**H3: Lifestyle has a positive effect on Customer Loyalty****Influence of product quality on customer loyalty**

Meanwhile, according to Tjiptono (2020), quality is a combination of characteristics and properties that determine how well production can meet the prerequisites of customer needs or measure the level of fulfillment of their needs. By fulfilling customer needs, customers will feel confident about the products they use, so they become loyal customers by buying products regularly. (Sari et al., 2023) found that overall product quality can be interpreted as having characteristics and characteristics of a product quality that can influence the ability to satisfy the quality of our products to consumers and customers. The better the product quality, we create new variants so that consumers are interested in our products (Komara & Erwand, 2023). According to (Nyonyie et al., 2019), Product Quality has a relationship with Customer Loyalty. When a company offers products with good quality that can meet customer satisfaction, this will influence the possibility of repurchasing the product so that it will create customer loyalty towards the product. From previous research conducted by Nawawi (2020), the test results have proven that there is a positive influence on the Product Quality variable on Customer Loyalty.

**H4: Product quality has a positive effect on customer loyalty****Effect of word of mouth on customer loyalty**

Said that *word of mouth* plays an important role in analyzing consumer attitudes and behavior. Word-of-mouth communication is the basis of personal communication that influences customer loyalty, especially in product evaluation and purchasing decisions (Noviana & Oktavia, 2023). Good communication about products comes from products that are in accordance with consumer desires. If this can be fulfilled then there will be good discussion of recommendations and attract new customers so that customer loyalty can occur. *Word of mouth* can cause a significant domino effect in expanding a brand's reach. Each positive recommendation can lead to a number of new people interested in trying the product. If their experience is also positive, they may become loyal customers and expand word of mouth further. Thus, *word of mouth* influences customer loyalty (Effendy et al., 2021; Yulianto, 2018; Huda & Nugroho, 2020; Alhulail et al., 2019)

**H5: Word of mouth has a positive effect on customer loyalty****Influence of lifestyle on customer loyalty with word of mouth (intervening)**

In this case, word of mouth also has a significant role in being a link between lifestyle and customer loyalty. Lifestyle is the way a person lives, including daily activities, preferences, values, and consumption patterns. When word of mouth occurs in a lifestyle context, it can greatly influence consumer behavior and shape customer loyalty. Word of mouth that occurs among social groups or communities with similar lifestyles can form a strong target market for a product. Customer loyalty will also be easy to obtain by recommending or communicating with consumers regarding the clothing products they use. From the results of this communication, consumers will usually talk to each other about current lifestyle developments, starting from clothing and others (Sari et al., 2023). Customer loyalty will likely increase when word-of-mouth communication occurs because they will recommend clothes that follow their lifestyle. What they live by. The results of



this opinion strengthen the hypothesis that lifestyle variables can have a positive and significant effect on customer loyalty through word of mouth as an intervening variable.

#### H6: Lifestyle positive effect on customer loyalty through word of mouth (intervening)

#### Effect of product quality on customer loyalty with word of mouth (intervening)

Puspasari (2019) states that the better the quality of the product created, the higher the customer will recommend the product to other people. As stated by Emmanuel (2022), the positive and significant influence of *word of mouth* as a mediator in the relationship between product quality and repurchase shows that increasing product quality will increase *word of mouth*, which will ultimately have an impact on increasing repurchase. Good product quality will be able to bring good *word of mouth* to consumers where they will talk about the product so that the customer's friends become loyal to the product and make regular purchases. Positive reviews conveyed through *word of mouth* will give potential customers additional confidence about the quality of the product, improve product perception, and strengthen emotional bonds with the product. As a result, customers will be more likely to remain loyal and maintain a long-term relationship with the brand. So, product quality influences customer loyalty through word of mouth (Emmanuel, 2022; Aghivirwiati, 2022; Tjahjaningsih et al., 2020; Kasfunnuri, 2021).

#### H7: Product quality influences customer loyalty through word of mouth as an Intervening

#### Research Framework

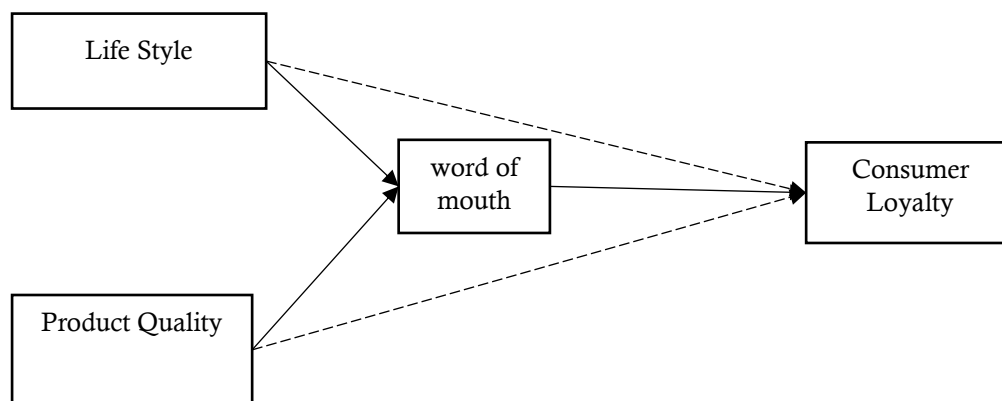


Figure 1. Research Framework

### 3. Data and Methods

This type of research uses correlational research methods. This method is used to review or detect the relationship and level of relationship that exists between two or more variables, which is done without any attempt to influence these variables so that it does not look like a variable manipulation phenomenon. The purpose of this research is to find out whether there is a very strong relationship between lifestyle variables (X1), product quality (X2), word of mouth (Z) on the customer loyalty variable (Y) with word of mouth as an intervening variable.

#### Population and sample

The population in this study were Yarsi University students who had purchased Erigo products at least twice. In this research, the sample was produced using a *non-probability sampling technique*, namely, according to Sugiyono (2022). *Non-probability sampling* is a technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. This technique is used because the population size is still being determined. According to Sugiyono (2022), The *non-probability sampling* technique used in this research is *purposive sampling*. *Purposive sampling* is determining the sample with several considerations. In this research, there are respondent criteria to help with sample selection as follows:

1. Respondents are active students of Yarsi University class 2019 – 2022
2. Respondents were female and male with an age range of 18 – 24 years

3. Respondents have purchased Erigo products at least 2 times, and so on.

According to the criteria or conditions explained above, the sampling technique that will be used is *quota sampling*. *Quota sampling* is a technique for determining a sample from a population that has certain characteristics up to the desired number (quota) (Sugiyono, 2018). In this research, the number of samples determined will be 100 samples according to the number determined by the author.

#### **Evaluation of Measurement Models**

This research uses the PLS-SEM method because the research variable model needs to be evaluated. The evaluation carried out using this variable method is carried out in two stages: the first stage uses a measurement model evaluation (outer model), and the second stage uses a structural model evaluation (inner model). The first stage of evaluation of the measurement model helps in the formation and operationalization of a variable and is formed by indicators. The aim of evaluating measurement models is to test the validity and reliability of indicators or elements that form latent constructs on certain variables (Santosa & Hidayat, 2014).

### **4. Analysis Results**

#### **Validity and Reliability Test Results**

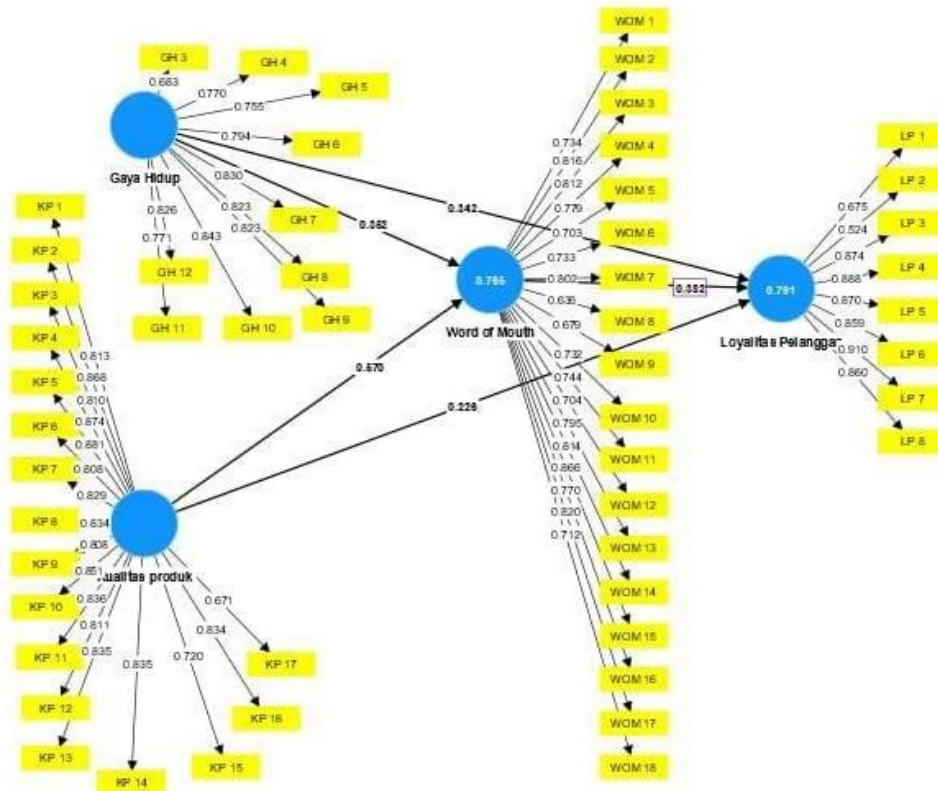
Validity tests how well the instrument created measures the particular concept you want to measure. Validity measurement uses *Pearson Product Moment analysis*. Based on the results of the analysis, it shows that the results of all variables and statement items, all questions can be declared valid, because the calculated *r* results are greater than the *r* table. An instrument is said to be reliable, namely when a person's answer to the statement is consistent or stable over time, and a variable can be said to be reliable if it can get a *Cronbach Alpha value*  $> 0.60$ . Based on the results of the questionnaire reliability test show that *Cronbach's alpha data value* was  $> 0.60$ . Then, all variables are reliable.

#### **Respondent Characteristics**

Based on the characteristics of the respondents above, with a review of gender, it shows that the results of consumers of Erigo products at YARSI University are dominated by women, with a percentage of 57%. The characteristics of respondents based on faculty show that the Faculty of Economics and Business dominates purchases of Erigo products at YARSI University with 60% of the total. Based on class category, it shows that consumers of Erigo products at YARSI University class of 2019 are 42%. The characteristics of respondents based on their experience of purchasing Erigo products show that 100% of respondents have purchased Erigo products. The characteristics of respondents are based on how often they buy Erigo products, namely 1 (one) to 2 (two) times, with a percentage of 52%.

#### **SEM-PLS Analysis Results**

The significance of the estimated parameters can provide information about the relationship between research variables. The limit for rejecting and accepting the proposed hypothesis is using a probability of 0.05. In research using *SmartPLS*, statistical testing of each hypothesized relationship is carried out using simulation done using the bootstrap method on the sample. Testing with *Bootstrap* also aims to minimize problems and abnormalities in research data. Test results using bootstrapping from *SmartPLS analysis* are as follows:



Source: Data processed (2023)

**Figure 2. Bootstrapping results**

Say that the level of significance in hypothesis testing can be measured using the *path coefficient value parameter*. This test is used to see the estimated path coefficient and t-statistic value with significance at  $\alpha = 5\%$ . If the t-statistic value is higher than the t-table value, namely 1.984 for the one-tailed hypothesis, then the hypothesis can be accepted. The following will present the estimation output for testing the structural model:

**Table 1. Path Coefficients**

	statistics ( O/STDEV )	P values
Lifestyle -> Customer Loyalty	2,753	0.006
Lifestyle -> word of mouth	3,030	0.002
Product quality -> Customer Loyalty	1,573	0.116
Product quality -> word of mouth	5.122	0,000
word of mouth -> Customer Loyalty	2,683	0.007

Source: Data processed (2023)

### Mediation analysis results

Mediation tests are carried out to analyze how strong the influence between variables is, whether direct, indirect, or total influence. The direct effect is nothing but the coefficient result of all coefficient lines with one-ended arrows.

**Table 2. Indirect Effects**

	t- statistics ( O/STDEV )	p-values
Lifestyle -> Word of mouth -> Customer Loyalty	2,041	0.041
Product quality -> word of mouth -> Customer Loyalty	2,252	0.024

Source: Data processed (2023)

Table 2 shows that there are indirect effect results in the influence of lifestyle on customer loyalty through *word of mouth* with P-values of  $0.041 < 0.05$ , meaning it can have a significant influence, and there are indirect effects results in the influence of product quality on loyalty customers via *word of mouth* with P-values of  $0.024 < 0.05$ ; this means there is a significant influence.

## 5. Discussion

### Influence of lifestyle on word of mouth

The research results show that lifestyle influences *word of mouth*. So  $H_0$  is rejected, meaning the effect is positive; that is, if the Erigo product can be made by following lifestyle developments, the higher the customer loyalty that consumers will generate.

Who said that lifestyle is the way a person lives their life, including what products they buy, how they use them, and what they think and feel after using the product or lifestyle is related to the actual reaction to the purchase what consumers do. Lifestyles can change over time; in other words, a person's lifestyle will sometimes be different continuously, especially in matters of clothing. People will usually be easily influenced by current clothing, so they will buy these clothes so that they are not left behind by the times. A person's lifestyle can also be influenced when they are communicating with each other.

### Influence of product quality on word of mouth

The research results show that product quality has a positive effect on *word of mouth*, so  $H_0$  is rejected, meaning it has a positive effect. This result means that if the quality of Erigo products improves, *word of mouth* will be generated from consumers.

Found that overall product quality can be interpreted as having characteristics and characteristics of a product quality that can influence the ability to satisfy the quality of our products to consumers and customers. The better the product quality, we create new variants so that consumers are interested in our products. If this goal can be achieved, it will be very easy to make consumers become customers because they will continue to use the products made. The more customer loyalty increases due to good product quality, the more they will usually recommend the product to those around them to try to buy the product. Therefore, product quality influences *word of mouth* (Saifudin, 2016; Pohan, 2022; Puspasari, 2019; Wahyu & Gorda, 2017).

### Influence of lifestyle on customer loyalty

The research results show that lifestyle influences customer loyalty. So  $H_0$  is rejected, meaning the effect is positive; that is, if the Erigo product can be products that follow lifestyle developments, the higher the customer loyalty consumers will generate. The results of this research are in accordance with Darmianti Prabawani (2019), stating that product characteristics and buyer patterns influence the relationship between lifestyle and customer loyalty. If purchasing is a routine activity (*habit*), then it is likely that customers will be loyal to the brand or company. So if consumer evaluation of the product is high, consumers will try to strengthen their relationship with the company. Consumers' statements that perceive that the product they are making looks outdated mean consumers will show certain behaviors such as cutting ties with the company, reducing spending with the company, and *complaining*. It is this behavioral intention that will signal whether consumers will remain loyal or switch. Therefore, lifestyle influences customer loyalty (Pratama, 2016, Febianto et al., 2020, Candri et al., 2022).



**Influence of product quality on customer loyalty**

The research results show that product quality cannot influence customer loyalty. So,  $H_a$  is rejected, meaning it has no significant effect. According to (Nyonyie et al., 2019), Product Quality has a relationship with Customer Loyalty. When a company offers products with good quality that can meet customer satisfaction, this will influence the possibility of repurchasing the product so that it will create customer loyalty towards the product. The results of this study are in accordance with Ardiansyah et al. (2019) stated that an increase in product quality does not determine whether there will be an increase in customer loyalty. In other words, if product quality increases or not, customer loyalty will have no effect means that some customers will be loyal to a product when the brand has become a well-known brand and has an appropriate price value so that they do not need to care or worry about whether the quality of the product is good or not. Thus, product quality does not affect customer loyalty (Dina, 2018; Haris & Welsa, 2018; Ain & Susila, 2021).

**Effect of word of mouth on customer loyalty**

The research results show that *word of mouth* can have a positive and significant effect on customer loyalty. So  $H_o$  is rejected, meaning it has a significant effect means that the higher the word of mouth generated, the higher the customer loyalty generated from consumers. The results of this study are in accordance with Adinugroho (2015); *word of mouth* plays an important role in the analysis of consumer attitudes and behavior. *Word-of-mouth* communication is the basis of personal communication that influences customer loyalty, especially in product evaluation and purchasing decisions. Good communication about products comes from products that meet consumer desires; if this can be fulfilled, then there will be good discussion of recommendations, too. Thus, *word of mouth* influences customer loyalty (Effendy et al., 2021; Yulianto, 2018; Huda & Nugroho, 2020; Alhulail et al., 2019).

**Influence of lifestyle on customer loyalty through word of mouth**

The research results show that *word of mouth* can mediate the influence of lifestyle on customer loyalty means that indirectly, *word of mouth* can be a link to lifestyle in creating customer loyalty among consumers. Sumarwan (2015) argues that *word of mouth* is an exchange of ideas, thoughts, and comments between two or more buyers, and none of them are marketers. *Word of mouth* has a huge influence on a person because the information provided will be considered honest, and a person will tend to trust product information from relatives or closest people who have experience with a product more than information from advertisements. *word of mouth* will naturally influence a person when that person has become a supporter of a brand or product because they have achieved their desires from a product they use or consume and are enthusiastic about inviting other people to choose the brand or product they have used.

**Influence of product quality on customer loyalty through word of mouth**

The research results show that *word of mouth* can mediate the influence of product quality on customer loyalty. This finding means that indirectly *word of mouth* can be a link for product quality in creating customer loyalty among consumers. The results of this research are in accordance with Puspasari (2019), who stated that the better the quality of the product created, the higher the customer will recommend the product to other people. As stated by Emmanuel (2022), the positive and significant influence of *word of mouth* as a mediator in the relationship between product quality and repurchase shows that increasing product quality will increase *word of mouth*, which will ultimately have an impact on increasing repurchase. Good product quality will bring good *word of mouth* to consumers where they will talk about the product so that the customer's friends become loyal to the product and make regular purchases. Thus, product quality influences customer loyalty through word of mouth (Emmanuel, 2022; Aghivirwiati, 2022; Tjahjaningsih et al., 2020; Kasfunnuri, 2021).

**6. Conclusion**

Based on the results of the previous discussion, lifestyle influences *word of mouth*. It is stated that Erigo products can make products that follow lifestyle developments, and the higher the customer

loyalty generated from consumers. Product quality influences *word of mouth*. This result means that the better and better the quality of Erigo products, the higher *the word of mouth will be* generated from consumers. Lifestyle influences customer loyalty means that Erigo products can make products that follow lifestyle developments, the higher the customer loyalty generated from consumers.

Furthermore, product quality does not affect customer loyalty means that an increase in product quality does not determine whether there will be an increase in customer loyalty. Meanwhile, *word of mouth* influences customer loyalty. This result means that the higher the word of mouth produced, the higher the customer loyalty generated from consumers.

Word of mouth mediates the influence of lifestyle on customer loyalty means that indirectly, *word of mouth* can be a link to lifestyle in creating customer loyalty among consumers. Furthermore, *word of mouth* mediates the influence of product quality on customer loyalty means that indirectly, *word of mouth* can be a link for product quality in creating customer loyalty among consumers.

### Recommendations

Erigo needs to create mediation and create a product catalog with new variations with contemporary *captions so that consumers are more easily interested in seeing the new products being created*. Moreover, needs to be done so that consumer customer loyalty to Erigo can increase further. Apart from that, Erigo is advised to improve the quality of their products in several aspects. One of them is that Erigo can provide maximum product-related information so that when consumers talk about the product to their friends, they can explain it in detail and create awareness about the quality of the product that consumers will buy and increase customer loyalty. Furthermore, to increase customer loyalty, Erigo must make product improvements in terms of developing consumer lifestyles and product quality in order to create good *word of mouth* for consumers and also increase high loyalty to consumers. Future research needs to add other variables that can influence customer loyalty, such as customer satisfaction, brand image, and digital marketing. Further research needs to be carried out to examine the influence of lifestyle and product quality on customer loyalty with *word of mouth* as an intervening variable on a larger scale, both in terms of the sample and the type of company, so that it can represent the opinions of existing respondents.

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