

ABSTRAK

Industri perlengkapan outdoor di Indonesia mengalami perkembangan yang pesat seiring meningkatnya minat masyarakat terhadap aktivitas alam bebas, seperti mendaki gunung, berkemah, dan menjelajah alam. Consina, sebagai salah satu produsen perlengkapan outdoor dalam negeri, menawarkan beragam produk seperti tas carrier, tenda, pakaian outdoor, sepatu gunung, hingga aksesoris penunjang aktivitas luar ruang. Penelitian ini bertujuan untuk menganalisis pengaruh keragaman produk, diferensiasi produk, dan kepuasan pelanggan terhadap loyalitas pelanggan Consina di kecamatan senduro. Jenis penelitian ini adalah kuantitatif dengan jenis pendekatan asosiatif. Data disebarkan melalui kuisioner yang disebarkan kepada 80 responden yang pernah membeli produk Consina, Teknik analisis data yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa keragaman produk dan diferensiasi produk tidak berpengaruh signifikan terhadap loyalitas pelanggan, sedangkan keragaman produk yang berpengaruh signifikan terhadap loyalitas pelanggan. Berdasarkan temuan ini Perusahaan disarankan untuk lebih memfokuskan strategi pemasaran pada peningkatan kualitas pelayanan dan pengalaman pelanggan, karena faktor kepuasan terbukti menjadi penentu utama dalam membentuk loyalitas pelanggan.

Kata Kunci: Keragaman Produk, Diferensiasi Produk, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

The outdoor equipment industry in Indonesia is experiencing rapid growth along with the increasing public interest in outdoor activities, such as mountain climbing, camping, and nature exploration. Consina, as one of the domestic outdoor equipment manufacturers, offers a variety of products such as carrier bags, tents, outdoor clothing, hiking boots, and accessories for outdoor activities. This study aims to analyze the influence of product diversity, product differentiation, and customer satisfaction on Consina customer loyalty in the Senduro district. This study was quantitative with an associative approach. Data were distributed through questionnaires to 80 respondents who had purchased Consina products. The data analysis technique used was multiple linear regression. The results showed that product diversity and product differentiation had no significant effect on customer loyalty, while product diversity did have a significant effect on customer loyalty. Based on these findings, the company is advised to focus its marketing strategy more on improving service quality and customer experience, as satisfaction has been shown to be a key determinant in shaping customer loyalty.

Keywords: *Product Diversity, Product Differentiation, Customer Satisfaction, Customer Loyalty*