

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis pengaruh diferensiasi produk untuk meningkatkan keunggulan bersaing melalui pengalaman pelanggan pada usaha nana mebel di Kecamatan Pamenang. Metode yang digunakan adalah analisis kuantitatif dengan populasi sebanyak 300 pelanggan dan sampel sebanyak 75 responden, yang dipilih melalui teknik simple random sampling. Data dikumpulkan menggunakan kuesioner berbasis skala Likert, dan analisis dilakukan menggunakan teknik Structural Equation Modelling (SEM) berbasis Partial Least Square (PLS) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) diferensiasi berpengaruh positif dan signifikan terhadap keunggulan bersaing, (2) diferensiasi produk berpengaruh positif dan signifikan terhadap pengalaman pelanggan, (3) pengalaman pelanggan berpengaruh positif dan signifikan terhadap keunggulan bersaing, dan (4) pengalaman pelanggan mampu memediasi pengaruh diferensiasi produk terhadap keunggulan bersaing. Berdasarkan temuan tersebut, disarankan agar usaha Nana Mebel meningkatkan keunikan produk melalui desain dan layanan kustom, menjaga kualitas produk secara konsisten, serta membangun pengalaman pelanggan yang berkesan dengan pelayanan yang responsif dan personalisasi interaksi. Strategi diferensiasi yang dikelola dengan baik dapat menjadi kunci untuk mempertahankan loyalitas pelanggan dan memperkuat posisi bersaing di pasar lokal.

Kata Kunci: Diferensiasi Produk, Keunggulan Bersaing, Pengalaman Pelanggan

ABSTRACT

This study aims to describe and analyze the influence of product differentiation in enhancing competitive advantage through customer experience at Nana Mebel in Pamenang District. The method used is quantitative analysis with a population of 300 customers and a sample of 75 respondents selected through simple random sampling. Data were collected using a Likert scale-based questionnaire and analyzed using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach, supported by SmartPLS 4 software. The results of the study indicate that: (1) product differentiation has a positive and significant effect on competitive advantage, (2) product differentiation has a positive and significant effect on customer experience, (3) customer experience has a positive and significant effect on competitive advantage, and (4) customer experience is capable of mediating the influence of product differentiation on competitive advantage. Based on these findings, it is recommended that Nana Mebel enhance product uniqueness through custom designs and services, maintain consistent product quality, and create memorable customer experiences through responsive service and personalized interactions. A well-managed differentiation strategy can be the key to retaining customer loyalty and strengthening competitive positioning in the local market.

Keywords: *Product Differentiation, Competitive Advantage, Customer Experience*