

## ***FANATIC LOYALTY: EVIDENCE ON HIKING LOVERS***

### ***ABSTRACT***

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*This research is motivated by the results of pre-research that address a phenomenon of fanatical loyalty that occurs among hiking lovers. Which is now starting to be in the spotlight of researchers because it becomes a very unique topic to be discussed in economic research, and includes the characters discussed in the theory of consumer behavior. This study aims to analyze the reasons and motivations of hiking fanatics on Eiger products. This study also aims to explore existing phenomena, to bring up concepts or views on the reasons for the emergence of fanatical loyalty. By searching for data sources through unstructured interviews (unstructured interviews), document collection, and triangulation of data sources conducted by researchers. The results of the data are analyzed using the open coding method, axial coding, and selective coding. The results of the study are four reasons for the emergence of fanatical loyalty: Ego, Lifestyle, Enthusiastic Extremism, Loyalty.*

***Keywords: Ego, Lifestyle, Enthusiastic Extremism, Loyalty, and Fanatical Loyalty***