An Analysis of Bogor Retailers Perception Toward Product Furniture’s Attributes of PT. Cahaya Buana Intitama

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The purposes of this study are to analyze the retailers perception toward product furniture’s attributes and to identify recommendation marketing strategy for the company. The data were collected from 80 retailers located in Bogor. Multiatribut Fishbein, ideal-point model, importance-performance analysis, gap analysis, and diagonal analysis were used to analyze the data. The result of the study showed that quality and price were the most important attributes that were considered by retailers in selecting furniture products. The result suggested that cost leadership and operational excellence should be implemented in the company. It can then improve their product quality to meet consumer needs.