

**CONSUMPTION OF FURNITURE MADE FROM SOLID
RUBBERWOOD AMONG BUMIPUTERAS AT BANDAR TUN ABDUL
RAZAK JENGKA**

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ABSTRACT

CONSUMPTION OF FURNITURE MADE FROM PANEL PRODUCTS AMONG BUMIPUTERAS AT BANDAR TUN ABDUL RAZAK JENGKA

The several of kinds of factors that will be seriously consider by customers in the purchase and usage of a piece of furniture. Price, quality, and design were important factors that considered by customers. Previously there have been studies about customers' furniture satisfaction. However, there is no specific research has been done to gathered data about the consumption of furniture made from solid rubberwood in Malaysia. A study was conducted to determine the consumption of furniture made from solid rubberwood among bumiputeras at Bandar Tun Abdul Razak Jengka. Questionnaire has been used as a tool of gathering the data. From a total of 101 questionnaires that were distributed, 90 samples were returned back. The case study involved three different groups of respondents which are UiTM students, government staffs and private staffs. Data will be analyze by using SPSS program, which from the result there are significant difference for the price and design of furniture made from solid rubberwood. However, there were less agree on the quality of furniture made from solid rubberwood. Therefore, the price of furniture made from solid rubberwood should be maintained based on the quality of furniture and various new designs should be introduced to increase the purchase of solid rubberwood furniture.