

**RELATIONSHIP BETWEEN CUSTOMER'S  
PREFERENCE AND SATISFACTION ON THE  
MATERIAL OF MAKING FURNITURE IN TEMERLOH  
TOWN**

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## **ABSTRACT**

### **RELATIONSHIP BETWEEN CUSTOMER'S PREFERENCE AND SATISFACTION ON THE MATERIAL OF MAKING FURNITURE IN TEMERLOH TOWN**

Furniture is a broad product group that encompasses very different types of furniture with very different use. In addition, a piece of furniture can be made out of a large variety of materials such as solid wood, metal, plastics, panel product, rattan bamboo and upholstery. Therefore, shopping for furniture can be confusing. This study was conducted to investigate the customer's preference and satisfaction of the furniture material at several furniture stores in Temerloh Town. Then, the relationship between customer's preference and satisfaction on the material will be determined. Quantitative method data analysis was used in this study where 100 respondents with different demographic were selected randomly. The result showed there was a positive relationship between customer's preference and satisfaction on the material used in making furniture. The majority of the customer preferred wooden furniture (65%) compared to metal (5%) and upholstered furniture (27%). As a conclusion, manufacturers need to understand the kind of materials preferred by the customer's in order to sustain a constant flow of demand for the furniture.