

PINE WOOD SLIDING COFFEE TABLE

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ABSTRACT

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Shortages of material resources give an option to use wood pallets as a raw material for furniture production. The pine wood pallet is used due to its physical attribute, which is light in weight and is also suitable for making fixtures in the living room. In this study, coffee table with an extra storage by using low-cost pine wood material was produced. The concept of minimalist and contemporary design, able to attract customers to purchase the product. This study also aims to analyse the customer satisfaction regarding the characteristic and appearance of pine wood sliding coffee table. The survey regarding to customer satisfaction were conducted and 103 respondents from different age, gender, profession, and income were participated. Characteristics measured by the respondents includes design, material, satisfaction, and marketing. Based on the survey, customers are most interested to satisfaction followed by material, marketing, and design. In summary, most of the correspondents agreed and interested with the pine wood sliding coffee table because it provides benefits to them.

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