

I-SHAPE EXPANDABLE SIDE TABLE

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ABSTRACT

I-SHAPE EXPANDABLE SIDE TABLE

A single furniture will cost a lot on nowadays because of increasing materials price. People that has low income will have difficulty to buy a many furniture at once, this led to create “I-shape expandable side table” to solve the problems. The aim of this study is to design an actual product using multifunction and expandable concept of side table, as well as to provide feedback analysis from correspondent on product features through the research survey. The data collection was based on a set of questionnaires that distributed to 150 respondents from different categories of gender, age, profession and income. The evaluation was carried out based on the characteristics of the raw material, design, marketing and satisfaction. The data have been assessed with reliability analysis, demographic analysis, descriptive analysis, comparative analysis and correlation analysis. The results indicated that the overall respondents were more concerned with the raw material of the product, with the highest mean of 4.48 as compared to the other three categories. In conclusion, the “I-shape expandable side table” can be accepted by the respondents and be able to be commercialized in the future. The improvement based on design is necessary for a better acceptance by the users.

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