

THE INFLUENCE OF MARKETING MIX FACTORS IN PURCHASING DECISION FOR WOODEN FURNITURE CASE OF FURNIMART BOGOR

Parmana^{*1}, Idqan Fahmi^{*}, and Dodik Ridho Nurrohmat^{***})

^{*)} PT Graha Mitra Furnitama

Jl. KS Tubun No. 8 Lt 3 Warung Jambu Bogor 16151

^{**)} School of Business, Bogor Agricultural University

Jl. Raya Pajajaran, Bogor 16151

^{***)} Department of Forest Management, Faculty of Forestry, Bogor Agricultural University
Jl. Lingkar Akademik, Campus IPB Dramaga PO Box 168, Bogor 16680

Abstract: The objectives of this research were to analyze consumer's perception of marketing mix, to analyze the effects of marketing mix towards purchase decision, and to formulate strategies to increase consumer purchases at Furnimart Bogor. The data retrieval technique was conducted using in-depth interviews to key persons in Furnimart, consumers and obtaining data from the previous research. There were 13 variables used in this study with 120 samples chosen at random. The data were processed using descriptive analysis and Structural Equation Modelling (SEM), through LISREL 8.72. The results of the research showed that consumer perception on the marketing mix consisting of product, price, place and promotion stated that 75.83% of consumers rated the product design as good, 60.5% competitive price, and 75.63% said that Furnimart store location was easy to reach and offered attractive promotion. The results of SEM analysis showed that the most influencing components of the marketing mix towards the consumer's purchasing decisions of furniture products were price and promotion.

Keywords: furniture, marketing mix, perception, purchasing decision, SEM

Abstrak: Tujuan penelitian ini adalah untuk menganalisis persepsi konsumen terhadap bauran pemasaran, pengaruh bauran pemasaran terhadap keputusan pembelian, dan merumuskan strategi untuk meningkatkan pembelian konsumen di Furnimart Bogor. Teknik pengambilan data dilakukan dengan wawancara mendalam kepada key person di Furnimart, konsumen dan dari penelitian sebelumnya. Variabel yang digunakan dalam penelitian ini berjumlah 13 variabel dengan 120 sampel yang dipilih secara acak. Data diolah dengan menggunakan analisis deskriptif dan Structural Equation Modeling (SEM), melalui LISREL 8.72. Hasil penelitian menunjukkan bahwa persepsi konsumen terhadap bauran pemasaran yang terdiri dari produk, harga, tempat dan promosi menyatakan bahwa: 75,83% konsumen menilai desain produk bagus, 60,5% harga kompetitif, lokasi toko Furnimart mudah dijangkau dan promosi yang ditawarkan menarik sesuai dengan segmentasi pasar sebanyak 75,63%. Hasil analisis SEM menunjukkan bahwa komponen yang paling mempengaruhi bauran pemasaran terhadap keputusan pembelian konsumen produk furnitur adalah harga dan promosi.

Kata kunci: furnitur, bauran pemasaran, persepsi, keputusan pembelian, SEM

¹ Corresponding author:
Email: parmana.rhj@gmail.com

INTRODUCTION

Industrial competition is getting tighter nowadays, especially after the free market era which was agreed in ASEAN Economic Community in December 2015. This condition requires every business entity to have a high competitive power in the market, which includes the furniture market. In this sector, there is a declining trend in total export (Kemendag, 2017). The value of Indonesian exports was USD 1.89 million, USD 1.87 million, USD 1.90 million, and USD 1.81 million in 2012, 2013, 2014, and 2015 respectively, and it decreased to USD 1.68 million in 2016. This declining trend in export value was due to the weakening economic condition of the United States and Europe. The impact of the declining export value was a decrease in the growth rate of the furniture industry.

Despite the fluctuating export market conditions, the domestic market still had a promising future for its producers. This can be seen from the high value of imported furniture products, which tended to increase from 2012-2016 by four percent. The Indonesian furniture import data can be seen in Table 1. The large potential of the furniture market in the country is due to the growth in the property sector, the number of government agencies, and population growth, which is accompanied by the need for housing construction along with all kinds of furniture contained in it. Furniture products marketed in Indonesia are done by modern and traditional retail stores.

Currently, the competition for domestic furniture products sales continue to increase, due to the entry of many kinds of famous brands from abroad, such as INFORMA, IKEA, JYSK, etc. The competition of the furniture industry that has occurred nationally turned out to have an impact on the Furnimart store, located in Bogor. Some modern retailers in Bogor that sell furniture products are Informa, The Courts, MER Furniture, Furnimart, Giant, Hypermart and others. Retailing is a series of business activities to increase the value of goods and services to end consumers who use them for personal and household purposes. Products sold from the retailing business are goods, services or combination of both (Levy & Weitz, 2001; Berman & Evans, 2001). The growth of the modern retail is accompanied by the growth of traditional retail, resulting in high competition among furniture brands. Furnimart is one of the furniture retailers affected by the competition, which results in a decrease in the number

of consumers visiting Furnimart from 2012 to 2016, as summarized in Table 2.

If the decrease in the number of Furnimart visitors and sales are not immediately addressed, it can be a problem in the future. Therefore, it is necessary to analyze the causing factors of the decreasing number of visitors and sales from the marketing mix side (Kotler, 2002) which covers product, price, place, and promotion. Based on the case problem, this research aims to: analyze the consumer perceptions of marketing mix at Furnimart Bogor; analyze the influence of marketing mix on buying decision at Furnimart Bogor; and formulate strategy to increase consumer purchases at Furnimart Bogor.

Table 1 Indonesian furniture import

Year	Value (Million USD)
2012	579
2013	656
2014	626
2015	622
2016	725

Source: Kemendag (2017)

Table 2. Key performance indicators of Furnimart Bogor

Year	Number of people		Conversion Rate (%)	Sales (Rp 000.000)
	Visitors	Consumers		
2012	7.085	3.202	45%	6.061
2013	3.875	1.910	49%	4.236
2014	2.635	1.146	43%	3.125
2015	2.814	1.183	42%	3.170
2016	2.234	1.178	53%	2.406

Source: KPI Report of Furnimart Bogor (2017)

METHODS

The research on the influence of marketing mix factors in purchasing decision for wooden furniture was carried out in Bogor City for three months, from June to August 2017. The research location was chosen purposively in Furnimart Store in Bogor City. The research was carried out using a descriptive method. Data collection was carried out using in-depth interview to key person in Furnimart Bogor, structured interview in questionnaire media to respondents/consumers. Respondent profiles are outlined based on demographic characteristics such as age, sex, occupation, family status, education level and income level.

In this research marketing mix elements (product, price, place, promotion) become independent variables, while the furniture purchasing decision is the dependent variable. Questions are given in the form of Likert scale with 1–5 intervals. The validity and reliability tests are presented completely in Table 6 and Table 7. Table 6 shows that all construct reliability values are ≥ 0.7 , therefore it can be concluded that the indicators used in this study have good reliability or are able to measure the construct. Table 7 shows that the validity of all observed variables to the latent variables is good. This means that the model has a good validity. Thus, it can be concluded that the questionnaire is valid and reliable as a research measurement.

Method and data analysis in this research were done qualitatively and quantitatively. Qualitative analysis was conducted for the data presented descriptively. Quantitative analysis was done for data that was

processed by using SEM (Structural Equation Modeling) analysis. In this research, the average number of Furnimart Bogor visitors each month was about 200 people. Based on this fact, this study used 13 variables and took 120 samples randomly selected from consumers who visited Furnimart's stores on weekdays and weekends. The variables in this research are described in Table 3.

Furnimart Bogor needs in-depth information about the effect of marketing mix on purchasing decision of furniture product. Especially in recent years the sales tend to decrease, so it is necessary to analyze the influence of marketing mix to purchase decision of furniture product. The method of analysis used is Structural Equation Model (SEM). The results of the analysis will be a strategic recommendation for the company. The framework of this study can be seen in Figure 1.

Table 3. Research variables

Variable	Latent Variables	Indicator Variables	Scala	Reference
Independent Variables				
	Product (P)	Product Design	Likert	Arowosoge and Tee (2010); Nuha and Sutopo (2015)
		Product Completeness	Likert	Mehta and Cuhgan (2014)
		Product Quality	Likert	Wan et al. (2013); Nurrochmat et al. (2015)
	Price (H)	Product Price	Likert	Sari et al. (2010)
		Price Discount	Likert	Satyo and Suprihhadi (2013)
		Payment Method	Likert	Ossolinski et al. (2014)
	Place (L)	Store Location	Likert	Fox et al. (2007)
		Store Convenience	Likert	Khare (2013)
		Delivery Speed	Likert	Sari et al. (2010); Ramya (2016)
	Promotion (Pro)	Sales Promotion	Likert	Ramya (2016)
		SA Service	Likert	Khare (2013)
		Social Media	Likert	Hajli (2013)
Dependent Variables				
	Furniture Purchasing Decision	Purchase	Likert	Ramya (2016); Hajli (2013)
		Have Not Purchase		Saputra and Suprihhadi (2013)
		Not Purchase		

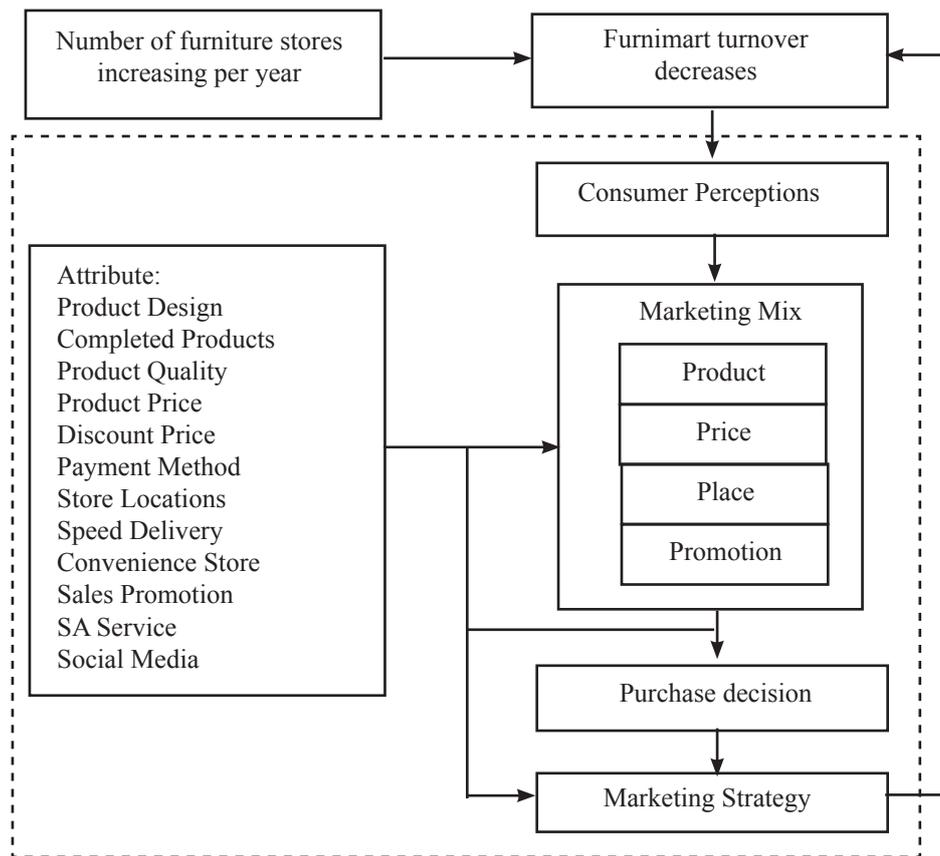


Figure 1. Research framework

RESULTS

Consumer Perceptions of the Marketing Mix

Products are everything in the form of objects (physical) and non-objects that can be offered or be sold to consumers or to markets that can meet consumer needs (Sumarwan et al. 2015). Perception is about how consumers process existing information starting from exposure of information, attention to information, and comprehension (Mowen and Minor, 1998). Perception as a process whereby an individual chooses, organizes, and interprets stimuli into a meaningful and interconnected world image (Schiffman and Kanuk, 2010; Asrori, 2009). Consumer perceptions of products are affected by product attributes, service attributes and promotional attributes (Pujiyono et al. 2016). Viewed from the product through the design's point of view, Furnimart shop furniture must be easily recognized and differentiated from the other similar products, in terms of completeness of product type in each category. Product is the primary element in the marketing mix. Respondents have agreed that Furnimarts' product

design is good, varies, and has a high quality. There is a significant (good) correlation between consumer perception and marketing mix (Surya and Setiyaningrum, 2009; Purnomo et al. 2009).

Respondents' answers to variable price indicator questions include the products' price, discount, and payment method. Consumers have agreed that the Furnimarts' product price is affordable and competitive. In addition, the discount price is also a determinant factor for the respondents to make a purchasing decision. The ease to pay is also the reason for consumer's purchasing decision. The payment methods provided by the Furnimart store are 0% credit installment through credit card, installment through financing companies and cash or debit payments. Price has a very important role because the price will be an indicator of product quality. Sumarwan et al. (2015) argues that the high price is perceived to have good quality, while the low price is perceived to have low quality. Table 4 describes respondents' responses to marketing mix variables consisting of product, price, location and promotion.

Table 4. Respondent's perception on the marketing mix indicator research variables

Description	Respondents' opinion	
	Index (%)	Results
Product design	75.83	Good
Complete product	79.83	Complete
Quality products	75.00	Good
Price	60.50	Competitive
Discount price	57.98	Save
Payment method	59.66	Easy
Store locations	76.47	Reachable
Speed delivery	69.75	Fast
Convenience Store	73.95	Convenience
Sales promotion	75.63	Attractive
SA service	72.27	Good
Social media promotion	61.54	Saver

A good store location aims to provide goods and services needed by consumers at the right time and place. Furnimart store location that is easy to reach by consumers will provide convenience to its consumers. From the consumers' point of view, promotion is a form of communication, which is information about the required product available in the right place and at the right price (Sumarwan et al. 2015). Kotler and Keller (2006) in Sumarwan et al. (2015) divide marketing communications into two, mass communication (advertising, sales promotion events and experiences, public relations) and personal communication (direct marketing, personal selling).

The Effect of Marketing Mix on Consumer Purchase Decision

Marketing mix is a combination of unique product strategy, distribution, promotion and pricing designed to gain or obtain mutually satisfactory exchange with targeted markets (Cravens, 2000; McCarthy in Kottler and Keller, 2012). To be more effective than competitors in working on the target market, the action marketers can take is to design an integrated marketing program (Kirbrandoko et al. 2015). Consumption of the product made by consumers is not just taking for granted, but through a stage of the purchasing decision process. The buying process begins long before the actual purchase is made and has a long-lasting impact, so the buyer's characteristics and decision-making process lead to

certain purchasing decisions (Kotler, 2002). There are three factors that affect consumers before making a decision to buy or consume a product, consisting of environmental influences, individual influences, and psychological processes (Engel et al. 1994).

Product, price and promotion variables have a significant correlation to consumer purchase decision. Price becomes the dominant variable which is related to consumer purchase decision to product X, while the two variables of product and price have significant correlation to consumer purchasing decision to Y, with product variable becoming a very dominant variable related to consumer buying decision (Desfita et al. 2014). There are at least five components of the marketing mix consisting of prices, products, processes, promotions, and physical evidence contributing to the purchase decision (Pungnirund, 2014; Marwa et al. 2014). The price and physical evidence were two factors that discriminate consumer behaviour. This means that the purchase intention (desire) between consumers who buy and consumers who do not buy are affected by price and physical evidence factors (Ulfah et al. 2016). The variables contained in the Product, Price, Place, and Promotion components (4Ps) have statistical impact on marketing mix activities (Lee, 2009). Consumers of Jepara furniture products get information about the products through internet, family or come directly to (Yovi et al. 2013).

Goodness of Fit Test

Structural Equation Modeling (SEM) analysis explains the relationship between variables in the marketing mix towards consumers' purchase decision. In this model, consumer purchasing decisions are analyzed by constructing a model using four exogenous latent variables presented in the marketing mix, i.e. product (P), price (H), location (L), and promotion (Pro) and one endogenous latent variable, the purchase decision (Y). Exogenous latent variables are composed by exogenous indicators and endogenous latent variables. These are prepared by endogenous indicators. The four exogenous latent variables are associated with one endogenous variable, purchase decision. The latent variable cannot be measured directly, so several indicators are required to estimate it. Variables used to measure exogenous latent variables are product design (P1), product completeness (P2), product quality (P3), product price (H1), price discount (H2), payment method (H3), store location (L1), store convenience (L2), delivery speed (L3), sales promotion (Pro1), SA service (Pro2), and social media (Pro3). The complete data on the values generated in the model fit test can be seen in Table 5.

Table 5 shows that the value of the RMSEA criteria resulted in a value of $0.000 \leq 0.08$ and a significance probability value (p-value) ≥ 0.05 indicates a good fit in the resulting model. The use of other goodness of fit criteria of CFI, NFI, and RFI resulting value ≥ 0.90 which means that the model is good (good fit). The value of GFI and AGFI are between 0.80-0.90 which means that the resulting model is enough (marginal fit). Likewise, with other goodness of fit measurement criteria RMR yield value is ≤ 0.1 , which means good model (good fit). Because the conclusion of several criteria results in the conclusion of the goodness of fit model, the hypothesis testing theory can be done. This also indicates that the results of the questionnaire have been able to answer the theory built.

Reliability Test

The calculation results to determine the reliability of each variable can be determined in Construct Reliability (CR) and Variance Extracted (VE). The results can be seen in Table 6. Based on the data in Table 6, the result shows that the VE value for each latent variable has a value ≥ 0.5 is highly recommended. Based on the above table, the VE of product and location values is less than

0.5 but still has a Construct Reliability value higher than 0.7, then the convergent validity of the latent construct is sufficient (Fornell and Larcker 1981; Huang et al. 2013). Value of VE price, promotion, and purchasing decision greater than 0.5 indicates that each variable is a valid indicator to measure its latent construct.

Furthermore, for the relation of reflective variables, a variable is said to be quite consistent if the variable has construct reliability value ≥ 0.7 . The table above shows that all construct reliability values ≥ 0.7 ; therefore, it can be concluded that the indicators used in this study have good reliability or are able to measure the construct. The evaluation of the measurement model shows that the overall model fits with the data, so that the results of this study can be declared valid and reliable.

Validity test

According to Rigdon and Ferguson (1991) in Wijanto (2008), a variable has good validity to be construct or latent variable if the load factor value is greater than the critical value (or ≥ 1.96) and the factor load standard (standardized loading factor) ≥ 0.70 . In this study, the results of the validity test are shown in Table 7. Based on Table 7 the validity of all observed variables to the latent variables is good. This means that the model has a good validity.

Table 5. Results of the SEM model conformity criteria

Goodness of Fit	Cut of Value	Result	Conclusion
p-value	$\geq 0,05$	0,93049	Good Fit
RMR	$\leq 0,1$	0,062	Good Fit
RMSEA	$\leq 0,08$	0,000	Good Fit
GFI	$\geq 0,90$	0,88	Marginal Fit
AGFI	$\geq 0,90$	0,80	Marginal Fit
CFI	$\geq 0,90$	1,00	Good Fit
NFI	$\geq 0,90$	1,00	Good Fit
RFI	$\geq 0,90$	1,00	Good Fit

Table 6. The result of construct variable reliability test

Variable	CR	VE	Conclusion
Product	0.72	0.47	Good
Price	0.80	0.58	Good
Place	0.72	0.46	Good
Promotion	$\geq 0,90$	0,88	Marginal Fit
Purchasing Decision	0.95	0,80	Marginal Fit

Table 7. The result of validity test of construct variable

Variable Latent	Product		Price		Place		Promotion		Purchasing Decision	Conclusion
	SLF	Value t	SLF	Value t	SLF	Value t	SLF	Value t	SLF	
P1	0.7	2.58								Good
P2	0.6	2.4								Good
P3	0.8	2.67								Good
H1			0.8	5.07						Good
H2			0.8	4.99						Good
H3			0.7	4,61						Good
L1					0.55	2.39				Good
L2					0.84	2.97				Good
L3					0.62	2.71				Good
Pro1							0.9	3.09		Good
Pro2							1.00	5.00		Good
Pro3							0.9	3.57		Good
KB									1.00	Good

SLF = Standardized Loading Factor,

The criterion of suitability of the measurement model is measured based on the validity of the indicator variable to its latent variable. An indicator variable is said to be valid when it has a standardized loading factor value greater than the tolerable loading factor value, which is ≥ 0.50 (Igbaria et al. 1997) and has a t-value above 1.96 (Wijanto, 2008). Based on the results of the standardized loading factor diagram and t-values diagram, all variables meet the validity requirement as indicated by the standardized loading factor value greater than 0.5 and the value of t-value higher 1.96 (significant). The results of SEM Lisrel 8.72 processing, shown by Cross-model diagram of the standardized loading factor in Figure 2 and Cross-model diagram of t-values in Figure 3, can be seen in Table 8.

The effect of marketing mix towards purchase decision described by product, price, location, and promotion can be seen in Table 8. Based on the table, the information can be obtained as follows:

- The product has no effect to purchasing decision. It is shown by the t-table value less than 1.96 or 2.00 with a value of -0.35. This means that product variables which consist of product variations, product completeness, and product quality sold in Furnimart stores are in line with consumer expectations.
- Price has significant effect to purchasing decision. This can be seen from the t-table value of more than 1.96 or 2.00, where the resulting t-table value is 3.98. The indicators that are able to describe price variables are product prices and price discounts.

- Locations have no effect to purchasing decisions. It is known from the t-table value less than 1.96 or 2.00 with a value of 0.18. This means that location variables which consist of store location, speed of delivery, and convenience store by Furnimart are in line with consumer expectations.
- Promotions have a significant effect on purchasing decisions. This can be seen from the t-table value of more than 1.96 or 2.00, where the resulting t-table value is 2.09. The independent variables that are able to describe promotion variables are service SA (Sales Advisor) and social media promotion.

Marketing Strategy

The results of descriptive analysis on the research function to provide information about the characteristics of Furnimarts' costumers, and consumer perceptions of the furnimarts' marketing mix. SEM analysis provides information on any factors that affect the purchase decision in Furnimart. Based on the results above, it can be concluded that the best strategy priority that can be taken are:

Price Strategy

Based on the result of consumer perception analysis and SEM test of marketing mix and its effect on purchasing decision, the pricing strategy that can be done by the company is by providing a killer price for some product categories such as bedroom set, sofa, mattress,

two and three doors wardrobes and providing discounts for special products such as display items, limited quantities of goods, exportable leftover products that can be delivered at specific times to consumers who shop on Monday or Tuesday. In terms of payment methods, Furnimart needs to add and optimize financial service companies as partners.

Promotion Strategy

The results of consumer perception analysis and SEM test when viewed from the relationship of each variable promoted through social media and services SA (Sales Advisor) give a big influence towards purchasing decisions. The influence of the social media towards consumers' purchasing decisions is because marketers

provide some attractive benefits to consumers when making on-line purchases, which gives a cheaper price, reward voucher discounts for each product purchased, vouchers that can be redeemed when shopping directly at the store, and an attractive gift when joining the Furnimart social media group. The strategy that can be done by the company is to build a customer database, where the use of consumer data sources can expand the range and can be used for promotional purposes through social media, the provision of e-catalogues. Thus, when consumers search "furniture Bogor" in the virtual park, Furnimart can appear on the first page. To improve the ability of Sales Advisor in providing services, they need to have "product knowledge" and "closing order" training.

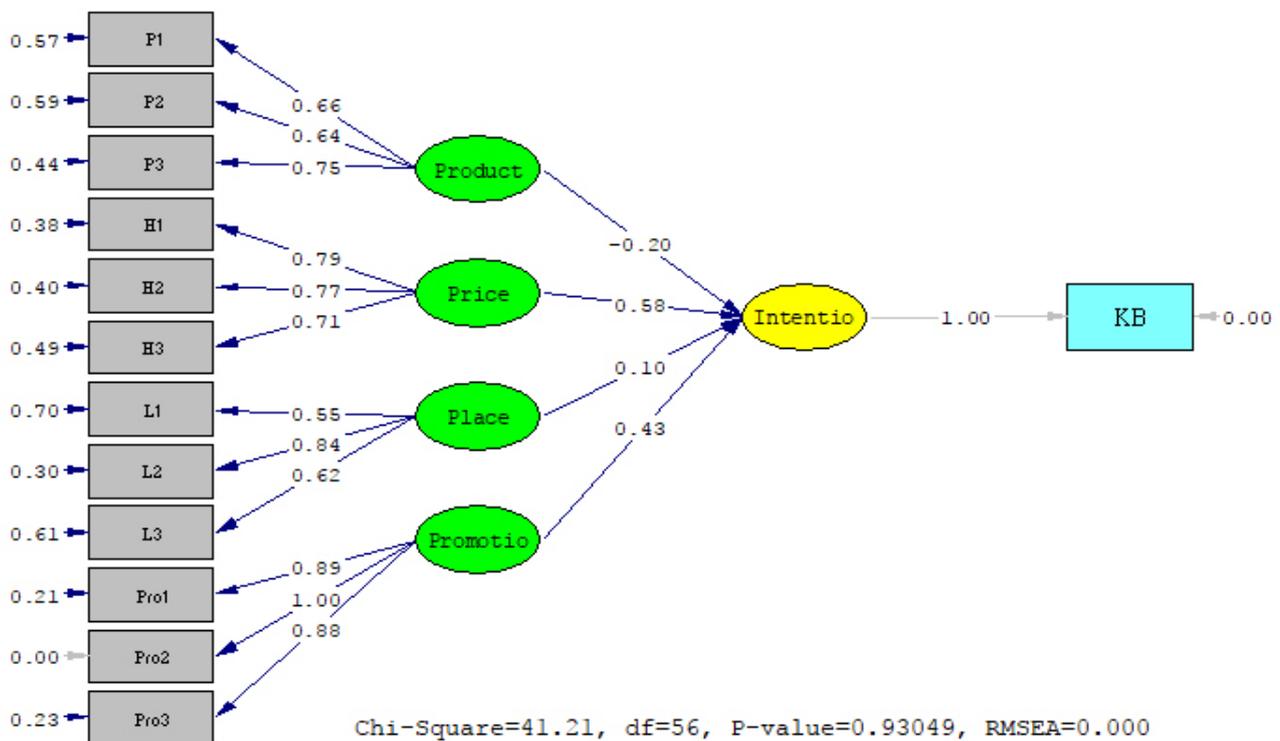


Figure 2. Cross-model diagram of standardized loading factor

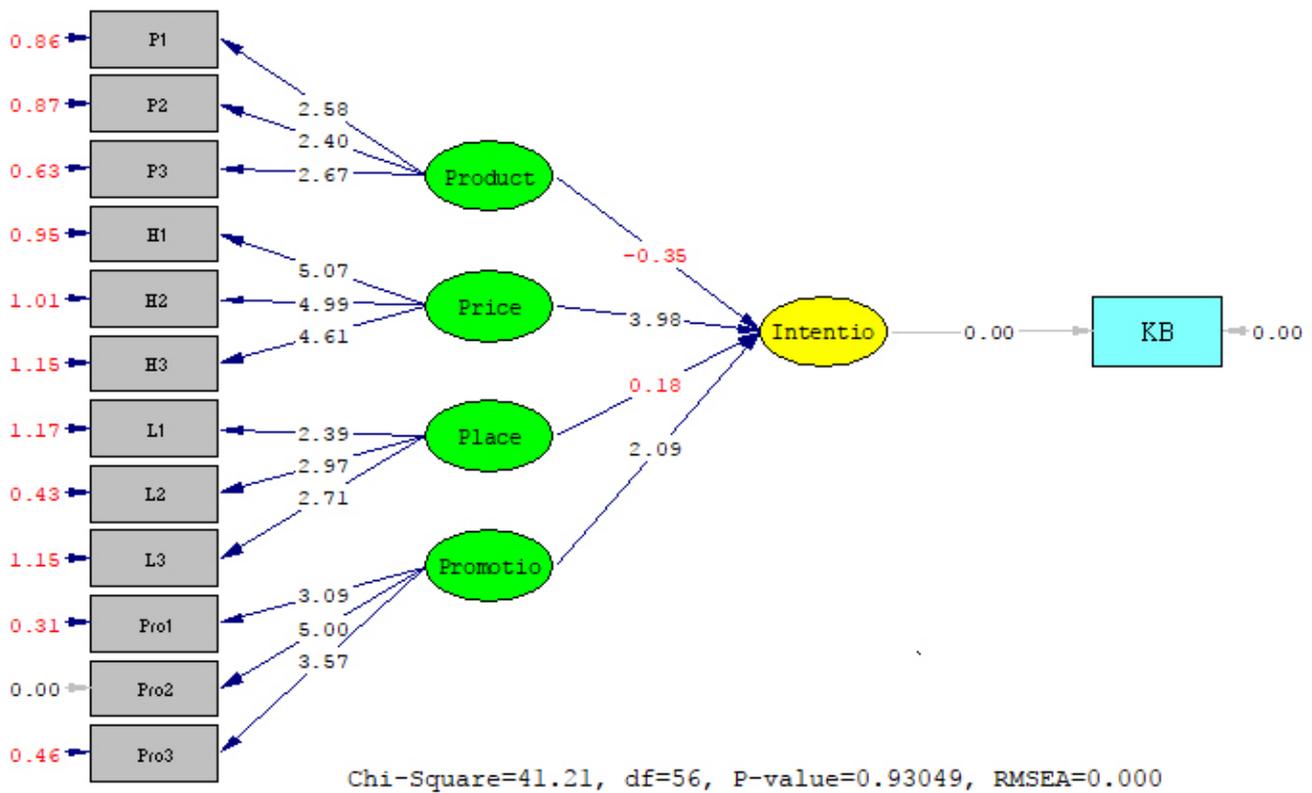


Figure 3. Cross-model diagrams of t-values

Table 3. Research variables

Relationship between variables	Coefficient path	t-values	Conclusion
Product → decision	-0.20	-0.35	Not Significant
Price → decision	0.58	3.98	Significant
Locaton → decision	0.10	0.18	Not Significant
Promotion → decision	0.43	2.09	Significant

Managerial Implications

This research is conducted to study about consumer perception toward marketing mix applied by Furnimart so that it can be used as input for Furnimart's management in setting the right priority strategy in order to attract consumers to visit and purchase furniture product. Price as one of the important factors that consumers consider before deciding to purchase furniture products need to become a concern by the management of Furnimart in determining the selling price, so that the price set or offered to the consumer can be competitive and in-line with the value of the goods. The application of "killer price" and "special price" price for special products should be adjusted according to the seasonal period.

Promotion as a tool to introduce Furnimart that can be done both in-store and in places that are considered strategic is a medium of communication. For in-store,

the service can start from greeting the costumers who enter the shop and show them the position of the product display they need, and assisting or directing consumers in making decisions, and closing transaction by the SPGs or SAs. Banners, fliers which can be the visual media, should be interesting. Ease of payment method needs to be the attention of Furnimart so that the transaction can be done quickly, either in cash or credit using credit facilities, such as credit cards and through financial service companies.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results of the analysis of the factors that influence the decision to purchase furniture products at Furnimart Bogor, it can be concluded as follows: (1)

The behaviour of purchasing furniture products that are based on consumer perceptions is influenced by product design, product completeness, product quality, discount rates up to 70%, easy payment method, easy to reach store location, fast delivery, store convenience, attractive sales promotion, good SA service, as well as social media promotion. (2) Factors that are considered to have the most significant influence in purchasing decision from SEM analysis result are price and promotion. (3) Factors to be considered to purchase decision wooden furniture are products, prices, locations and promotions but for the follower company store "Furnimart" the consideration factors to purchase decision for wooden furniture are price and promotion.

The number one priority strategy that Furnimart needs to perform is the "killer price" strategy for several product categories, discounts on display products at specific times, and financial service companies as partners. For the promotion strategy, Furnimart is suggested to build customer database, e-catalog and to conduct product knowledge training to Sales Advisor.

Recommendations

Based on the results of the research, there are several suggestions to Furnimart for the increase of consumer purchases, that is: in product development must be qualified, selling price must be superior in competition and the human resource capacity management must be able to capture the movement of retail industry and to adapt and choose company priority strategy. Further research should be able to review Furnimart shopping by doing customer loyalty analysis.

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