

ABSTRACT

Changing consumer tastes and wood availability are influencing the design and manufacture of hardwood products of Design Center Company. In addition, the globalization of wood product markets is exposing Indonesian consumers to new type of materials. This research evaluates consumer preferences for two types of material and preferences for three types of colors. This survey was designed to evaluate six treatments effects of the materials – they are Veneer (real wood appearance) and HPL (articulate wood appearance), and effects of three types of color – they are group of Wood Color, group of Minimalist Color, and Combination of both Colors. Four different of interior design furniture (Living Room – TV Cabinet, Bed Room – Wardrobe, Pantry Room – Kitchen Cabinet, and Dining Room – Dining Table) were considered.

Data were collected at Jakarta shows in late 2009 and early 2010. There were more sensitive preferences expressed by consumer to color types rather than to wood types, the group of Wood Color and Combination type were more significant sensitive rather than the group of Minimalist Color to all the sample of interior design furniture referenced. However, there were significant sensitivity in consumer wood preferences to real wood for Kitchen Cabinet and Dining Table, but for TV Cabinet and Wardrobe were no significant.

Based on the results of this study, it is recommended to designer on Design Center Company to focus on provide to group of Wood Color and Combination Color products to all interior design types except to Kitchen Cabinet and Dining Table, real wood need be more considered.