
EVALUATING WOODEN FURNITURE ATTRIBUTES IN LEILEM USING IMPORTANCE AND PERFORMANCE ANALYSIS*EVALUASI ATRIBUT MEBEL KAYU DI LEILEM MENGGUNAKAN ANALISA KEPENTINGAN DAN KINERJA*

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Abstract: Wooden furniture is quite infamous for their incomparable and undeniable utility as well as beauty. In this present competitive world, the opportunity of survival of an institution is achieved by continually providing customer satisfaction and obtaining their loyalty. The aim of this research is to evaluate wooden furniture attributes in Leilem. This research is a quantitative type of research, which uses primary data obtained through questionnaires and uses importance and performance analysis as the analytical tool. The population of this research is customers of Wooden Furniture in Leilem, where the sample size is 100 respondents who have experience with wooden furniture products. The result from this research shows that price is located in quadrant II (high importance and high performance) and variables quality and color located in quadrant III (low importance and low performance). It is necessary to continuously maintain the high technical performance of their products and the importance to customers. This result of this study can be used as a reference for the development and deepening of knowledge management marketing, especially product attributes.

Keywords: *wooden furniture, product attributes, importance and performance analysis.*

Abstrak: *Produksi perabotan rumah memiliki peran penting dalam kehidupan masyarakat. Mebel kayu cukup terkenal untuk utilitas mereka yang tak tertandingi dan juga tak terbantahkan. Dalam dunia yang kompetitif saat ini, peluang untuk bertahan hidup suatu lembaga dicapai dengan terus memberikan kepuasan pelanggan dan mendapatkan kesetiaan mereka. Tujuan dari penelitian ini adalah untuk mengevaluasi atribut furnitur kayu di Leilem diukur dengan harga, kualitas dan warna. Penelitian ini merupakan jenis penelitian kuantitatif, yang menggunakan data primer yang diperoleh melalui kuesioner dan menggunakan analisis kepentingan dan kinerja sebagai alat analisis. Populasi penelitian ini adalah pelanggan Mebel Kayu di Leilem, dimana ukuran sampel adalah 100 responden yang memiliki pengalaman dengan produk furnitur kayu. Hasil dari penelitian ini menunjukkan bahwa harga terletak di kuadran II (tinggi penting dan kinerja tinggi) dan variabel kualitas dan warna yang terletak di kuadran III (rendah pentingnya dan kinerja rendah). Hal ini diperlukan untuk terus mempertahankan tinggi teknis kinerja produk mereka dan pentingnya untuk pelanggan.*

Kata Kunci: *mebel kayu, atribut produk, metode analisa kepentingan dan kinerja.*

INTRODUCTION

With tight business competition in this era of globalizations and for the welfare of life, many community groups are beginning to utilize their expertise to build a field of business that can generate more profit. Due to the high level of competition in business it is required that every business person has the expertise and strategy in every business they run. One business that has a rapid development through sales and manufacturing of products is wooden crafts. One example of handicrafts in Indonesia cannot be separated from the existence of a change. Change and development is a moving process of moving to the point of destination through the skill of the hand, usually contains elements of art.

The art of craft is the goods produced by the routine of human hand skill based on the experience of work which then gave birth to the skill. This skill is inherited down from generation to generation, so it becomes a tradition. Indonesia is a country that is rich in culture, art and tourism objects. One rich property owned by Indonesia is the art objects. Art objects include paintings, traditional home crafts, handicrafts, etc. That is one resource that is unique and loved by the public and even the tourists who visit Indonesia and also has benefits for the economy and tourism in Indonesia. One of the art objects that is most attractive is traditional wooden furniture.

Indonesia is divided into 33 provinces which also has thousands of scattered islands. From thousands of islands each has traditional wooden furniture from their respective regions. Among the many traditional handicrafts in Indonesia, there are some famous traditional wooden furniture, and there are more than hundreds of custom furniture that exist in this country, well that once existed or are now beginning to disappear inedible to the era. Art tradition is described as a cultural richness that is used as a foundation of the growth of local art that flourished since time immemorial became a local power. As said by Gustami in his book *Jepara Furniture Crafts Arts* explains about the forms of carving art that are used in furniture taken from traditional or traditional art form (Gustami, 2000:273).

Prior to buying activities, price, quality and color are factors that concern buyers that sometimes become obstacles in completing orders for craftsmen. The prices for certain types of products not only mean the amount of money spent but the excellent quality of the product and even have more meaning for the owner of the product.

Many people in Indonesia and even abroad already know that the Sulawesi Island is famous and rich in the traditional wooden furniture. One province in the Sulawesi Island that is the most rich in traditional wooden furniture is North Sulawesi, and one of traditional handicraft product is wooden furniture at Leilem village. Located in Leilem village, in Central Tomohon sub district, North Sulawesi, wooden furniture is available along with its making process.

The promotion and advertising of wooden furniture by the companies or entrepreneurs are through multiple communication channels such as personal or non-personal use of certain media. There is also a publicity organized by an exhibition when there is a specific event and also the existence of a direct meeting between the companies or entrepreneurs with the customer at the point of production of the wooden furniture. From some promotion campaign strategies conducted about wooden furniture, in fact, are not very influential, and the slow response from the public as a target market of wooden furniture itself strongly influences the rise and fall of sales in marketing. To know the market (consumers) is predominantly from abroad than the market in Indonesia. These problems need to see the importance of promotion of the company to see if there are any deficiencies with the products that will be promoted with a few that do, and also find out if there are any other promotional strategies that do or are there other problems regarding wooden furniture products. The researcher will research to evaluate the wooden furniture with several attributes such as price, quality, and color.

Based on the explanation, the researcher is interested in conducting an evaluation on wooden furniture attributes in Leilem using importance and performance analysis.

Research Objectives

Based on the research problem, the objectives of this research are to know the importance and performance of wooden furniture attributes in leilem.

THEORETICAL FRAMEWORK**Marketing**

Marketing is divided by the term reveals one term as follows: "The most important aspect in the world of business is marketing. This is because marketing deals with identifying and meeting social needs of man and the surrounding environment" (Kotler, 2009). There is also according to Kotler (2009) "One of the shortest definitions of marketing is meeting the needs of profitability". There is also a sense of marketing, namely: The American Marketing Association, in Kotler, (2009), offer to follow the formal definition of marketing: "Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders". One of the shortest good definitions of marketing is "Meeting needs profitably". According to Kotler (2009), there are two types of definitions of marketing, which is a social and managerial. Social definition game show marketing role in society, which can aim as: "Marketing is a social process in which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others". For definitions of managerial, marketing is often described as "The art of selling products" and "Marketing Management occurs when at least one party to the exchange of potentially thinking about how to achieve the desired response from the other party. The marketing management can be seen as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value" (Kotler, 2009). Marketing is the one of the key to be success, because there are many theories that make the business growing and get the goal. Marketing activities are design to spread the information of a product or service to target markets in order to earn more profit. Marketing is design to manage the people especially the target market to build a profitable relationship. It also helps people buy your product or service. According to Philip Kotler, marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires.

Product Attributes

Product attributes is the elements that considered important by consumers and made the basis of decision making. Product attributes is a characteristic that defines a particular product and will affect a consumer purchase decision (Grimsley, 2017). Product attributes is characteristics of raw material or finished goods which make it distinct from other products (Business Dictionary, 2017). The amount of cognitive and behavioral effort consumers put into their problem solving/decision making processes is highly dynamic and complex and for this reasons, consumers needs a great deal of information to form opinion and establish a set of criteria on which to judge specific brands. Product attributes is distinctive tangible and intangible features of a product that give it its value to a user (Marketing Information Center, 2007). Product attributes is an important benefit towards the satisfaction of consumer needs and made the basis of decision making.

Price

Price is the amount a customer pays for a product or the sum of the values that consumers exchange for the benefits of having or using a product or service (Bearden, Ingram and Larfforge, 2004). According to Rosa and Rodan (2011), the importance of price as a purchase stimulus has a key role in price management since not only does it determine the way prices are perceived and valued, but it also influences consumer purchase decisions. Nine factors that influence price, the first one price quality relationship, product line pricing, explicability, competition, negotiating margins, effect on distributors and retailers, political factors, earning very high profits, and charging very low prices. How customers perceive a certain price, in which the high-low price of a product can be a significant effect on a customer intention to purchase the product. Product attributes is an important benefit towards the satisfaction of consumer needs and made the basis of decision making.

Quality

Quality is the products that we use not easily damaged and lasted long. Quality of product is "the customer's perception of the overall quality or superiority of the product or service with respect to its intended purpose, relative to alternatives. According to Summers (2009:549) quality is characteristic of product or service that bear on its ability stated or implied needs. The quality dimensions or product attributes that are important for customers, as identified in empirical research related to wood products, have clear similarities but also diverge somewhat (Roos and Nyruud, 2008). Understanding quality in terms of product dimensions may enhance the success of development of high-quality products in firms (Sebastianelli and Tamimi, 2002). It is

important to note that the quality of the product is not reviewed by the company standpoint, it is seen from the perspective of the customer.

Color

Color “is the element of art that is produced when light, striking an object, is reflected back to the eye.” He further indicated that there are three known and important characteristics of color. The first characteristic is shade, which refers to the name that is given to a color, for example red, blue and green. The second characteristic is intensity, which means the strength and brightness of a color, for example, “royal” blue or a “dull” gray. The last characteristic of color is the value there of, which refers to the lightness or darkness of a color that can change (Esaak, 2012). The phenomenon of color at present in all directions of different sciences such as physics, optics, engineering and quality and also it is situated between the art and science (Chaipornmetta, 2010; Anonymous, 2008).

Previous Research

Al-Azzam (2014) researcher is to investigate the consumer decision making process in relation to behavioral intention to purchase home furnishing and its impact on purchase decision in order to assessment the market chance based on the consumer behavior. The study results demonstrated that there is a positive and significant relationship between reference group, family, price, quality, color, and purchasing decision.

Mohamed and Yi (2007) researcher discusses the importance of product- and store-related attributes in wooden household furniture purchase decision was investigated . Consumers make various purchase decisions daily. Some of these decisions, at one end of the continuum, are made quickly and with little mental effort especially when purchasing low- priced, frequently bought goods. While on the other end, consumers would normally go through an extensive decision-making process as considerable time and effort are spent in searching information about the product. Consumers would normally evaluate the price, brand name, country of origin, quality and design.

Toivonen (2011) researcher aim to study the key issue for the wood products industry is to recognize the different customers quality needs and wants, and successfully combine this with the technical, aesthetic and environmental potentials of wood material, and with supplier reliability and good service. Globally, the wood products industry is generally more fragmented and consists of a relatively large number of small and medium sized companies compared to, for example, the paper industry. Technical performance and appearance are the most important considerations for customers in the case of wood products. However, organizational customers in particular also clearly consider certain intangible quality dimensions to be important, such as service and supplier reliability. The high technical quality of the tangible product may be considered as a “license to operate”, but product appearance and intangible quality provide potential for differentiation for attracting certain market segments.

Hsu and Ngoc (2016) researcher observe a special appreciation of customer to human factor in production process and confirm the important role and potential of handmade in contemporary society. Such positive handmade effects on customer purchasing intention could be explained by influences of different features of handmade products. Another step to answer why consumer buy handmade, also gives a reliable base to compare two groups of high-involvement and low-involvement. It is note-worthy for marketer that four factors: love conveyance, creativity, quality and environment friendly make both high and low-involvement handmade attractive. They are status symbol, uniqueness and personal level sales service that keep high-involvement’s attractiveness different from low-involvement. In the event of selling handmade in large quantity, love conveyance of low-involvement; as well as love conveyance and environment friendliness of high-involvement should be highlighted to engage customers. A unique component of handmade giving evidence that love conveyance, creativity, environment friendliness, personal level sales service and artisan & local community support are attributes attract buyers. In order to gain broader efficiency for both wholesale and retail customers, craftsmen and government should focus to differentiate their products as transferable love symbol from the makers to users and gift receivers, and customer would enjoy a personal level sales service when buying handicraft; also, the purchase is meaningful to support artisan & local community.

Conceptual Framework

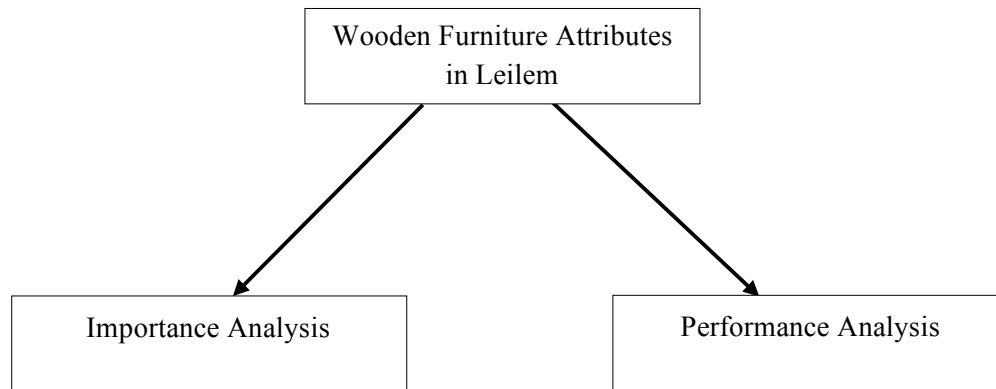


Figure 1. Conceptual Framework

Source: Empirical Review (2018)

The figure showcases the core of the research which is to explore the Importance and Performance Analysis of Wooden Furniture Attributes in Leilem.

RESEARCH METHOD

Type of Research

This research is the descriptive study with a quantitative approach. Quantitative research relies on deductive reasoning or deduction (Sekaran and Bougie, 2010) and make us of variety of quantitative analysis techniques that range from providing simple descriptive of the variables involved. According to Shield and Rangarajan (2013), descriptive research is type of research that gives description of a characteristic of a population about a phenomenon observed. Descriptive research has the objective to serve the whole picture of social setting.

Descriptive in this study means that the researcher tries to describe and explain about the Evaluate Wooden Furniture Attribute in Leilem using Importance Performance Analysis (IPA).

Place and Time of Research

This research is conducted in Leilem Village with the period of time from Agustus 2017- March 2018.

Research Procedure

Therefore, for this research procedure are formulated as follows:

1. Determination factors
2. List indicators in questionnaire
3. Survey by questionnaires
4. Collecting questionnaires
5. Tabulation and data processing
6. Analyze level of satisfaction and priority handling
7. IPA chart
8. Evaluate correspondent factors in quadrant

Population and Sample

Hanlon and Bret (2011) a population is all the individuals or units of interest; typically, there is not available data for almost all individuals in a population. The population in this research is all customers of Wooden Furniture in Leilem. The sample size from 100 customers of Wodden Furniture in Leilem.

Data Collection Method

The data used in this research consist of two types between primary data through questionnaires and secondary data taken from books, journals and relevant literature from library and internet to understand of theoretical support on this research.

Operational Definition of Research Variables

There are 3 variables that will be used in this research and 5 indicators for each variable, which is price (flexibility, price level, discount, fairness, price variety), quality (raw material, durability, style, design, repairability), and color (balance, culture, attractive, therapeutic, various).

Data Analysis Method Validity and Reliability

Validity for each variable is good where the values are above minimum level of 0.5. Reliability tests in this study using Cronbach's Alpha formula. If Alpha is less than 0.6 then it is unreliable.

Importance and Performance analysis

Importance and Performance Analysis (IPA) is used to measure what is the importance to customer's and the performance of that aspect. IPA model divided into four quadrant with importance on the y-axis and performance on the x-axis. Quadrant I labeled "Concentrate Here" In quadrant 1, attributed rated is very important but very low performance, it mean the restaurant/company need to concentrate to improve the performance of elements in this quadrant. Quadrant II is labeled "Keep up the Good Work", mean that it has a high importance to the customer and achieves high performance according to the customer. In short, attributes that are located in this quadrant give high satisfaction to costumers because the costumers expectation has been fulfilled and the restaurant need to maintain costumers satisfaction by keep the performance high.

Quadrant III is labeled "Low Priority" Attributes located in this quadrant have a low importance to the customers and also achieved low performance. The attributes located in this quadrant are not a priority. Quadrant IV is labeled "Posibble Overkill", mean that the attribute has low importance to the customers but the performance is high.

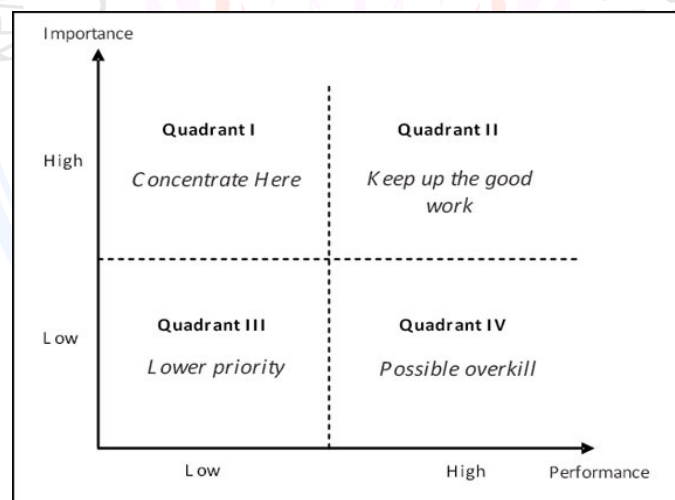


Figure 2. IPA Framework

Source: Martilla, and James (1977)

RESULT AND DISCUSSION**Validity and Reliability Result****Validity Test****Table 1. Validity Test Result**

		Average Importance	Average Performance	Average Important and Performance
Average Importance	Pearson Correlation	1	,809**	,948**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Average Performance	Pearson Correlation	,809**	1	,954**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Average Important and Performance	Pearson Correlation	,948**	,954**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: IBM SPSS 22 Output (2018)

Table 1 shows that the Pearson correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

Reability Test**Table 2. Reability Test Result**

Cronbach's Alpha	N of Items
,888	3

Source: SPSS Output (2018)

Table 2 shows that Alpha Cronbach is 0.888 which is above the acceptance limit of 0.6; therefore, the research instrument is reliable.

Importance and Performance Analysis of Store Attributes**Table 3. Attributes, Importance Mean, Performance Mean, Quadrant**

Wooden Furniture Attributes	Importance Mean	Performance Mean	Quadrant
Price	4.08	3.66	2
Quality	3.60	3.53	3
Color	3.51	3.51	3
AVERAGE	3.73	3.57	

Source: Data Processed (2018)

Discussion

This research attempts to answer the problem statements as has been expounded earlier in this thesis. Hence, this research has identified three variable of Leilem's Wooden Furniture which are: (1) Price, (2) Quality, and (3) Color. Research has considered all sources of theories, books, journals and other supporting sources in constructing the whole research. Questionnaires are used to collect data from the customers who have ever bought and used the wooden furniture from Leilem, and the Likert scale is used to score the data between 1

(strongly disagree) until 5 (strongly agree). Then, the data was analyzed with Importance and Performance Analysis method using the IBM SPSS 22. This method is useful to know the Leilem's Wooden Furniture importance and performance to its customers.

In quadrant I, importance is high but the performance is low. This quadrant is labelled as "concentrate here". Price's indicators located in this quadrant are Price Level and Discount. Price level is pricing above the market, equal to market or below the market price. This indicator of price level has a high value of importance but a low value of performance, the wooden company in Leilem has to consider this because price level in markets is important in order to get more customers to buy the products. Discount also has a high value of importance but low value of performance. Discounts are given from the seller to the buyer in recognition in particular activity of the buyer that is pleasing to the seller. Again, the wooden company in Leilem must be careful about discounts as seen from the fact that discounts are located in this quadrant based on the primary data which come from the responses of Leilem's wooden customers. The company need to give more discounts to customers or to the loyal customers in order to maintain customer satisfaction but by also providing profit for the company.

In quadrant II, importance is high and performance is high, so this quadrant is labelled as "keep up the good work". Price's importance and performance is high which means that the customer already feels satisfied with the price of Leilem's wooden furniture. Price's indicators that are located in quadrant II are flexibility, fairness and price various. Based on the results, the company does not need to do much about the indicators of price (flexibility, fairness, and price variety) the company just need to keep maintaining the performance to the customers. In this quadrant there is also quality's indicator which is style. Color's indicator, various, is also located in this quadrant based on the results of the answers of the repondents through questionnaire. The company does not need to do much about indicators that are located in this quadrant, because every indicator that located in this quadrant has high value of importance and performance. The company just needs to keep up the good work.

In quadrant III, the importance is low and performance is low and this quadrant is labelled as "low priority". In this quadrant there are factors that are considered to have the level of perception or the actual performance is low and not too important or less expected by consumers, so companies do not need to prioritize or give more attention to these factors. Quality and Color are located in this quadrant. The company should think hard about this one because customers want to buy a product that can last longer, so the company should determine the quality of the wooden product. The company needs to consider the coloring of the product, so it can radiate a good appearance to its customer when look at the product.

Quadrant IV is labelled as "possible overkill", which means that the importance is low while the performance is high, which is the performance of something so high but actually it is not necessary for the employees. The results show that quality's indicator of design and color indicator of attractive were located in this quadrant. Quality's indicator of design and color's indicator of attractive has a value of low importance but high performance. Based on the primary data, the customers do not really think that design and the attractiveness of Leilem's wooden products are important, but they still enjoy using the product.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the data analysis and discussion, the conclusion of this research as follows:

For wooden furniture , there are 3 attributes to measure the level of wooden furniture in Leilem, where each attribute has 5 indicators to measure the importance and performance of each attribute of Leilem's wooden furniture. The result shows there are two indicators located in Quadrant I (high importance but low performance) which are price level and discount, these indicators are a part of the attribute price. Price is an attribute that is placed in Quadrant II (high importance and high performance) and the indicator that are located in this quadrant are flexibility, price variety, various, fairness and style. Quality and color are attributes that are placed in Quadrant III (low importance and low performance) and the indicators that are located in this quadrant are durability, raw material, therapautic, balance, repairbility and culture. The last is design that is part of the quality attribute and attractiveness that is part of color attribute located in Quadrant IV (low importance but high performance).

Recommendation

Recommendations of this research are:

1. Considerations of how representative samples must be kept in mind when evaluating the wooden furniture attributes implications of the findings of this study. For the wood furniture industry, it is necessary to continuously maintain the high technical performance of their products, which luckily is considered a strength of the wooden products industry, at least in the Leilem market. By contrast, appearance was considered very important by customers. It probably still provides clear potential for quality improvements from the customer perspective, and thus for market segmentation. Therefore, one of the key issues for the future competitiveness of the wooden furniture attributes is to recognize successfully the various visual and design related needs of consumers.
2. This result of this study can be used as a reference for the development and deepening of knowledge management marketing, especially product attributes.
3. In the study examined only in terms of product attributes of wooden craft in Leilem. While the influence of other factors that have not been revealed, hopefully, future studies may discuss other factors that have not been examined in the study.

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