

ABSTRACT

Indonesia has the potential to become a supplier of rattan raw materials as well as furniture products from rattan raw materials. In the 18th century, Indonesia has been a pioneer in the supply of world rattan products, nearly 80 percent of the world's needs are supplied from Indonesia.

PT Pradipta Rekatama is one of the supplier of furniture products made from rattan and wood which has been successful in marketing their products abroad. However, PT Pradipta Rekatama is no longer exporting its products abroad while experiencing lower sales in the country. Therefore, the owner of PT Pradipta Rekatama intends to increase its sales in Indonesia and expand its market. This research is done by factor analyst method to find out what factors have the most influence to consumer purchasing decision in PT Pradipta Rekatama and to know what should be improved by the company. The results of this study have shown that the factors that most influence the consumer is the interest factor.

With this research is expected the company can improve the performance and quality of marketing and re-excel in the sale of its products.

Keywords: Factor analysis, Factor of interest, Quality of marketing