

ABSTRACT

Furniture business opportunities are increasingly wide open in Indonesia. This is because with the increasing population. Companies that produce goods and services need to maintain customer satisfaction to maximize profits and maintain the sustainability of the company. In special parts such as furniture, for example, import products that are familiar to our ears are IKEA and Courts. The development of IKEA is adjusted to the needs of the community and the lifestyle of consumers. IKEA with its vision of creating a better life for everyone and hoping that everyone can afford to buy furniture as a home, so innovation is done to reduce all costs of production, distribution and retail. This might be a reason that encourage visitors to do buying decision at IKEA.

The method used in this study is quantitative with the type of descriptive analysis research. The types of data needed for this study are primary data and secondary data. Sampling is done by non-probability sampling method type of purposive sampling with the number of respondents taken as many as 100 respondents, namely IKEA Indonesia customers. Then for the analysis technique using factor analysis and processing data using SPSS version 22 software.

Based on the results of testing the hypothesis as a whole, 6 factors of IKEA Indonesia's customer decision decision are included in the good category with the acquisition of an average value of 79.7%. Of the 6 factors that have been studied, two new factors have been formed which represent the previous factor in encouraging IKEA Indonesia's buying decision. These 2 factors consist of: Retailing Mix with a percentage of variance value of 58.35%. Customer Service with a percentage of variance value of 17.56%.