

## **ABSTRACT**

*In the midst of the current competition in the furniture industry, it is getting tougher with the development of companies in the furniture retail sector. The very fast development of the furniture retail brand company has developed towards a more efficient and unique direction. According to the Ministry of Industry (Kemenperin), the amount of furniture consumption in Indonesia has increased every year. So that every retail furniture brand competes with each other to be the best and becomes a good consideration for its consumers. This study aims to determine consumer perceptions of retail furniture brands IKEA, Ace Hardware, Informa, and Fabelio based on brand personality dimensions in choosing retail furniture brands through perceptual mapping using the multidimensional scaling (MDS) method. This study uses a quantitative method with descriptive research type to conduct a survey to 385 respondents who are consumers of the retail furniture brands IKEA, Ace Hardware, Informa, and Fabelio or people who know about the products of these brands. The results of the research based on perceptual mapping show that IKEA, Ace Hardware, Informa, and Fabelio are in different areas. There were 2 areas of competition with Ace Hardware, Informa, and Fabelio being in the same area and becoming high competitors. Furthermore, IKEA has a superior value compared to its competitors based on the brand personality dimension.*

**Keywords:** *Positioning, Brand Personality Dimension, Perceptual Mapping.*