

Pengaruh Jenis Mesin pada Industri Mebel Kayu terhadap Harga Jual dan Perspektif Kualitas Produk oleh Konsumen di Daerah Istimewa Yogyakarta

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INTISARI

Industri mebel kayu di Provinsi Daerah Istimewa Yogyakarta (DIY) merupakan sektor unggulan dengan kontribusi signifikan bagi perekonomian daerah. Namun, pelaku industri menghadapi tantangan dalam menyeimbangkan jumlah jenis mesin produksi, biaya operasional, dan kualitas produk untuk memenuhi ekspektasi—belum ada studi yang mengkaji hal tersebut. Penelitian ini bertujuan menganalisis pengaruh jenis mesin terhadap harga jual dan perspektif kualitas produk mebel kayu di beberapa perusahaan mebel Provinsi DIY.

Penelitian ini menggunakan metode kuantitatif dan kualitatif dengan data primer dan sekunder. Data primer diperoleh melalui observasi lapangan terkait penggunaan mesin, proses produksi, dan kualitas produk, serta wawancara terstruktur menggunakan kuesioner terhadap 180 responden di tiga perusahaan mebel kayu (CV Asa Cipta Mandiri, CV Limase Laras, dan PT Yogya Indo Global). Data sekunder mencakup laporan keuangan perusahaan. Analisis data dilakukan secara statistik dengan uji korelasi Pearson *two-tail*, menghasilkan tingkat kepercayaan 0,876, 0,922, dan 0,901 untuk mengukur hubungan antara jenis mesin, harga jual, dan perspektif kualitas.

Hasil penelitian menunjukkan bahwa harga jual lebih dipengaruhi oleh bahan baku dan desain daripada jenis mesin, sementara persepsi kualitas konsumen lebih terkait dengan kelengkapan mesin karena mampu mengurangi cacat produksi. Jenis mesin berdampak minimal terhadap harga jual, dengan pengaruh hanya muncul melalui biaya tetap (depresiasi peralatan) dan biaya variabel (listrik). Kondisi minimal tercapai ketika kombinasi mesin dasar (seperti planner dan sander) dan pengerjaan finishing manual diterapkan, menghasilkan harga kompetitif (Rp500.000–Rp600.000) dan kepuasan konsumen tinggi (skor 4,4/5). Implikasi penelitian menekankan strategi investasi mesin yang selektif serta peningkatan keterampilan tenaga kerja untuk memperkuat daya saing industri.

Kata Kunci: jenis mesin, harga jual, kepuasan konsumen, industri furnitur

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**The Influence of Machinery Types in the Wood Furniture Industry on
Selling Price and Consumer Perspectives of Product Quality in the Special
Region of Yogyakarta**

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ABSTRACT

The wood furniture industry in the Special Region of Yogyakarta (DIY) Province is a leading sector with significant contributions to the regional economy. However, industry players face challenges in balancing the number of types of production machinery, operational costs, and product quality to meet expectations—no study has yet examined this issue. This research aims to analyze the influence of machinery types on the selling price and the perspective of product quality in several furniture companies in DIY Province.

This research employs quantitative and qualitative methods using primary and secondary data. Primary data was obtained through field observations related to machine usage, production processes, and product quality, as well as structured interviews using questionnaires with 180 respondents across three wooden furniture companies (CV Asa Cipta Mandiri, CV Limase Laras, and PT Yogya Indo Global). Secondary data includes company financial reports. Data analysis was conducted statistically using a *two-tailed* Pearson correlation test, yielding confidence levels of 0.876, 0.922, and 0.901 to measure the relationship between machine type, selling price, and quality perspective.

The research results indicate that the selling price is more influenced by raw materials and design than by the type of machinery, while consumer quality perception is more closely related to machine completeness as it can reduce production defects. The type of machinery has a minimal impact on the selling price, with its influence only appearing through fixed costs (equipment depreciation) and variable costs (electricity). The minimal condition is achieved when a combination of basic machinery (such as planers and sanders) and manual finishing work is applied, resulting in a competitive price (IDR 500,000–600,000) and high consumer satisfaction (score 4.4/5). The research implications emphasize selective machinery investment strategies and workforce skill enhancement to strengthen industry competitiveness.

Keywords: *machine type, selling price, customer satisfaction, furniture industry*

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