

## **ABSTRACT**

*PT Mustika Jati Abadi is not alone in experiencing this crisis. The entire Indonesian teak furniture industry is experiencing a serious economic contraction. Purchase data indicates a serious structural crisis, with PT Mustika Jati Abadi heavily dependent on consumers aged 45+ (90.9% contribution in 2024), while younger generations show very low interest and continue to decline drastically. This study will use a Resource-Based View (RBV) theory approach with a mixed methods approach. The aim is to analyze how to increase purchase interest in classic teak wood at PT Mustika Jati Abadi among millennials and Generation Z.*

*This study uses a sequential explanatory design. This design is a type of mixed methods research that is sequential in nature, meaning data collection and analysis are carried out sequentially. The population in this study is Millennial and Generation Z consumers of classic teak wood from PT Mustika Jati Abadi. The quantitative sample consisted of 200 respondents, representing the Millennial Generation (born between 1981 and 1996 (aged 30-45) or Generation Z (born between 1997 and 2009 (aged 17-29); residing in Central Java Province; having awareness of, or having seen or purchased, teak or heritage furniture; and knowing about products from PT Mustika Jati Abadi, a specialty of Jepara teak furniture. The qualitative sample used non-probability snowball sampling with six informants.*

*The quantitative research findings revealed a robust multi-path model in which Purchase Intention was influenced directly by Perceived Workmanship Quality, Historical Value, and Sensory Experience, and indirectly through Perceived Authenticity and Emotional Value, confirming the overall hypothesis through structural analysis. Qualitative findings from coding further enhanced understanding by confirming categories such as willingness to pay a premium for long-term durability, conditional intention dependent on authenticity verification, and an investment mindset that overcomes online purchasing barriers. Generation Z and Millennial consumers value heritage, sensory appeal such as natural wood aromas and comfortable textures, and the unique craftsmanship of PT Mustika Jati Abadi as a catalyst in the furniture crisis.*

**Keywords: Craftsmanship Quality, Historical Value, Sensory Experience, Perception of Authenticity, Emotional Value, Purchase Intention, Mustika Jati**