

ABSTRACT

In the data of top brand awards for the last three years adidas rankings continue to increase from the fifth position in 2014 to the third position in early 2016. A product has good quality, features that suit the needs, and designs that will definitely provide satisfaction on Quality Adidas shoes. The purpose of this research is to know how big the response of Telkom University student to attribute of Adidas shoes product.

In this research, the researcher uses quantitative descriptive method. With a sample of 100 students of Telkom University. Data completion technique in this study using questionnaires given to 100 respondents of Telkom University students. The results of the questionnaire were processed by using descriptive analysis.

The results of this study are byproducts. Adidas responded very well or. 83.26%.

Keywords: *product attributes*