

ABSTRACT

Sport has a function as media promotion and marketing campaign, it either be a markets targeting or as commodities. Running sports increasingly popular and the most important equipment is shoes. Two of the company's most dominating market is Nike and Adidas that competing against each other to create a running shoe with advanced technology.

Amid this development technology, manufacturers of running shoes should analyze whether the quality of the products has met the needs of consumers or not, considering the high number of competitors that started appearing. This study aims to determine how the quality of running shoes product from Nike and Adidas according to the consumers in Bandung and how is the difference of the consumer's opinions regarding the quality of the both running shoes products.

This research uses descriptive method to describe each of both running shoes product's quality, and the collection of data is obtained by distributing questionnaires to 400 respondents who have or are using Nike and Adidas running shoes. The analysis technique used in this study is the Mann Whitney test, and the results showed that there are differences in the quality of running shoes Nike and Adidas product according to the consumers.

Nike excels in five dimensions that is Performance, Features, Conformance to Specification, Aesthetics, and Perceived Quality. Adidas excels in three dimensions that is Reliability, Durability, and Serviceability.

Recommendations for Nike that is to innovate the model, the color, the design, providing education ordinances shoe care to consumers, and observing the shoe upper material. Recommendations for Adidas that is to innovating the technology of midsole and outsole, for features dimension to be introduced to the miCoach app market, and in aesthetics dimension taht is to innovating the design of running shoes.

Keywords: adidas, product quality, mann whitney, nike.