

ABSTRACT

Running sport is include on high impact or physical training that heavy enough and Pretty big impact on leg joint, knees, etc. therefore, accuracy and concern needed while doing this exercise. Belong in the case that is often ignored, is the selection of shoes (Felicia, 2015). In this study will be discussed on the analysis of customer satisfaction regarding product quality Adidas running shoes . Selection of the research object here is based on the best running shoes rating on TOP BRAND 2014 and 2015.

This study uses quantitative methods with descriptive research by using non - probability sampling with purposive sampling and analysis technique importance-performance analysis . Samples are taken of 384 respondents who are users of running shoes Adidas in the city of Bandung . Stages in this study is the first preliminary study , then the identification of the problem , after the determination of Objective study and then determine the variable after the data collection and distribution of questionnaires and data processing and data analysis and final conclusions and suggestions.

The conclusion of this research is based on the measurement results satisfaction index , for all dimensions of quality of products , the average pertained not satisfied , but almost to the point of satisfaction is the dimension of Aesthetics in the statement running shoes Adidas to give confidence to the users, and the lowest satisfaction was on the dimensions of Aesthetics is also the statement of the research design running shoes Adidas accordance with the standards of running shoes.

KEYWORDS : Consumer Satisfaction , Quality Products , Marketing