

ABSTRACT

Among the various options that exist casual shoes, Converse All Stars is one of casual shoes are demand by consumers and the shoes are familiar in the community. this study aims to determine the effect of product quality, product design, and brand to the purchase decision process Converse All Stars shoes among the college students of the University Telkom from 2012 to 2015. This research is quantitative descriptive data analysis, data obtained by distributing questionnaires to 100 college students at the University Telkom from 2012 to 2015 who use Converse All stars shoes. Sampling Techniques in research are non probability sampling and purposive sampling.

The results showed that the product quality is 81.48% at good category, product design are at the 82.2% figure in good categories, the brand is 84.6% at very good category, that are in the buying decision process is 78.2% in good categories.

Keywords : Product quality, design, brand, buying purchase decision