

**THE INFLUENCE OF PRODUCT ATRIBUTTE ON BUYING DECISION
CONVERSE ALL STAR SHOES** (Study On Business Administration Student
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ABSTRACT

Fashion is one of the very attractive business and profitable, because it is one of the basic human needs the need for clothing. Shoes is one of the important fashion products, Converse is one of the brands that dominate the market casual shoes, which are always popular among young people. Many well-known brand that is engaged in fashion like Zara, Giordano, Nike, Adidas and Converse. They are businesses, especially manufacturers compete with each other in creating innovations and new creations for every type of product it sells. On the other hand, consumers are increasingly keen on products offered. Converse All Star shoe is a product that has a simple design and because of a simple design that makes Converse All Star shoes can survive in a long time canvas and rubber materials used as well as supporting the quality of these shoes. This study used a sample of 100 respondents and data collection using questionnaires.

This type of research is quantitative descriptive. Analysis of the data used is simple linear regression analysis. Descriptive analysis showed that the product attributes have a percentage of 75.44% and Purchase Decision Converse All Star shoes by 73.32%. These percentages indicate that the product attributes and purchasing decisions Converse All Star shoes included in good category. Based on the hypothesis of determination to get the result that the product attributes have an impact of 33.3% on purchase decisions in business administration student class of 2013th Telkom University. While 67.7% are influenced by other factors beyond product attributes.

Keywords: *product attributes, purchasing decisions*