

INFLUENCE OF PRODUCT ATTRIBUTES ON THE PURCHASE OF CUSTOMADE SHOES

ABSTRACT

Fashion is an attractive and profitable business option. Nowadays, fashion is a need which reflect someone's character, since a first impression is very important and it can be reflected through fashion. An individual who gives a good first impression will make their-self accepted, appreciated, and recognized by others. One fashion product which is essential to support the appearance is shoes. This research is motivated to find out whether there is a connection between product attributes with purchasing decisions on a product, particularly in this research is shoes, the study was conducted by examining the product attributes of brand shoes, Customade.

The method used in this research is quantitative method with a descriptive and causal. Data used in this study are primary and secondary data. Sampling was conducted using probability sampling with simple random sampling technique, with the number of respondents as many as 74 respondents obtained from Slovin formula. Data were analyzed using descriptive and simple linear analysis.

Based on the results, the study show that the product attributes positively influenced consumer decision to do a purchase by 48.5%, while the remaining 41.5% influenced by other factors which were not examined in this study.

Keywords: Product Attributes, Purchasing Decision, Fashion