

ABSTRACT

Marketing increasing competitive world requires companies to have a competitive advantage, we are required to become more creative. The development effort has been colored with a wide variety of competition in all fields, especially in the field of electronics name notebooks. Factors supporting the success of a company in marketing their products can not be separated from the product attributes. A product that has good quality, features that correspond with the needs, and attractive design will certainly give satisfaction to the customer. ASUS, in which shows a figure below 10% in the use of 2-year and the 15.6% in the use of 3 years.. ASUS also be the first notebook manufacturer to achieve EPD certification, EU Flower Eco certificates, and became a pioneer of the Top 10 IT manufacturers who won the Japan Eco Mark.

In this study, researchers used a descriptive quantitative method. With a sample of 100 students of the Faculty of Applied Sciences Telkom University. The model used the Likert scale and using descriptive analysis.

The research result is the quality of the product has a score of 86.06%. This indicates that the quality of products within the product attribute ASUS laptop is very good. Features product has a score of 81.63%. This indicates a product feature in ASUS laptop product attributes are very good. Desai style and the product has a score of 84.25%. This indicates that the style and design of products in the product attributes excellent ASUS laptop Percentage variable product attributes on a laptop ASUS got the result of 84.57%. This indicates that the product attributes on ASUS laptop in the excellent category.

Keywords: *product attributes*