

## **ABSTRACT**

*Fashion is one of the business very attractive and profitable. In this era of all human beings need fashion to reflect itself, because at the time of this first impression is very important. An individual who gives a good first impression will make itself accepted, appreciated, and gain recognition from others. One fashion products that are essential to support the appearance is shoes. This research is motivated by whether there is a connection between product attributes with purchasing decisions on fashion products are shoes, the study was conducted by examining the product attributes of brand shoes Footwear Brodo.*

*The purpose of this study was to determine the effect of product attributes on consumer buying decision process Brodo Footwear in force Telkom University 2015*

*This type of research used in this research is descriptive causal. The number of samples taken in this study was 100 respondents sampling using non probability sampling method with the sampling technique used was accidental sampling. The analytical method used is descriptive analysis with simple regression.*

*Results showed that the product attributes influencing the purchase decision process. Therefore, Brodo Footwear must constantly work to improve the product attributes that consumers can get better again.*

***Keyword : Marketing, product attribute, Buying Decision Process***

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