ABSTRACT

Saint Barkley is a footwear company from the city of Bandung established in 2012. The method used is in accordance with the Product Attribute mix, that are Product Quality, Product Features, Product Brands, Product Design and Product Packaging. This study aims to determine what product attributes are the most dominant and the least dominant in Saint Barkley shoes.

The research method used quantitative descriptive research method. Research data was obtained from questionnaires. The population in the study did not know certain about the number of consumers of Saint Barkley Shoes , then the bernouli formula was used to determine the sample. Respondent selection technique is simple random sampling with 100 people. The scale model used the Likert scale and descriptive analysis

Based on the results of the study Product quality is the most dominant variable with an average of 85.2%. While the least dominant variable is the Product Brand with an average of 81.13%. From all the variables of Saint Barkley shoes product attributes obtained on average by 83.2%, this indicates that the product attributes of Saint Barkley shoes are in good category.

Keyword: Product Attributes