

## **ABSTRACT**

*This study aims to find out how the quality of the products in the original Crocs sandals shoes, consumer brand trusts of the original Crocs sandals and calculate how much influence the quality of the original Crocs sandals shoes on the consumer brand trust The case study in this study is aimed at users of original Crocs sandals in the Bandung region in 2018.*

*This research is descriptive and causal, with respondents as many as 100 people. Respondents came from consumers of original Crocs products who live in the Bandung area. The method used in this study is a quantitative method. Then the measurement scale in this study is the Likert scale. Sampling is done by non-probability sampling method with the type of accidental sampling. The data analysis technique used in this study is a simple regression analysis.*

*From this study, the results show that Product Quality has a positive and significant effect partially on Brand Trust by 40.8%. In addition, the remaining 59.2% is influenced by other factors not examined in this study.*

***Keywords: Product Quality, Brand Trust, Simple Linear Regression Analysis***