

## ABSTRACT

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*Restaurant as service industries should be able to provide the best service and products for tourists. Kedai Ling-Ling, Arromanis Corner Store, dan The Dream's Cake is a dessert restaurant frequented by tourist in the city of Bandung. The value felt to be considered by tourist in determining the dessert restaurant to be visited. This research to measure the Tourist Perceived Value (X). The method used is descriptive analysis method with data collection technique of questionnaire. The results showed that the Service Value felt by tourists in the dessert restaurant Bandung city has the highest percentage of 74,92%. Restaurant employees serve friendly, fast, and responsive. Aesthetic Value felt by tourist in dessert restaurant Bandung city has the lowest percentage of 73,3%. Atmosphere around the restaurant is less conducive and there is no renewal of the arrangement of the room. It can concluded that tourist perceived value is sufficiently perceived by tourists with a percentage 74,12%.*

*Keywords: Tourist Perceived Value, Dessert Restaurant, Culinary Tour*