

## **ABSTRACT**

*Intense competition in the restaurant or Cafe business today requires business owners to race in the development of competition. To maintain and increase market share, the company always have to implement the appropriate strategy which is based on market and customers to create superior customer perceived value. Siete Cafe has a chance in the competition because of its location in the tourist destinations of Bandung, but still not enough to attract consumers to visit.*

*This research uses descriptive kind of research with quantitative methods. The population in this research is unknown with total samples examined to 100 respondents. The sampling techniques used is accidental sampling techniques. This research used data collection through the primary data and secondary data with the data analysis techniques using factor analysis techniques.*

*The research concluded that the customer perceived value formed by 8 factors and formed two dominant factors named product & service, and customer cost. Product & service factor is the most dominant factor with % of variance equal to 41,867%. Product & service factor consisting of product, service, personnel, and image.*

*Keywords: Customer Perceived Value, Factor Analysis, Siete Cafe.*