

### ***Abstract***

*The customer wants to consume traditional culinary start to decrease with the existence of modern culinary. The problem occurs because the human life style that often change the customs and traditions in behaves, one only in the consumption of traditional culinary Small Medium Enterprises (SMES) traditional snacks in Buah Batu street Bandung. The purpose of a study on Small Medium Enterprises (SME) traditional snacks in Buah Batu street Bandung Bandung with analysis customer perception of traditional culinary in Bandung. This research uses four independent variable is perceived quality, perceived price, trust, and satisfaction and dependent variable namely customer perception of traditional culinary Bandung. Research method that is used quantitative methodology. The population in this research is a Small Medium Enterprises (SME) traditional snacks in Buah Batu street Bandung Bandung. The technique of non-probability sampling is used in sampling with processing 300 respondents using IBM SPSS Version 20. The results obtained from this research is seen as a significant perceived quality (0,000), satisfaction (0,000), perceived price (0,022) and trust (0,377), where consumers are concerned about in terms of perceived quality of Small Medium Enterprises (SME) traditional snacks Fruit Rock Bandung.*

***Key Words: Small Medium Enterprises (SME), Perceived Quality, Perceived Price, Trust, Statisfaction, Traditional Culiary***