

## **ABSTRACT**

*The growth of tourism in the city of Bandung which continues to increase and decrease in the number of tourists. In the world of tourism, every city, of course, continues to experience improvements in each tour to attract tourists to visit the city. In this case the Department of Culture and Tourism of the City of Bandung continues to work hard to increase the number of tourists both in terms of the quality of tourism, promotions, or in access to visit tourist attractions in the city of Bandung. If tourism in the city of Bandung is considered good then tourists will also have the possibility to visit the city of Bandung again. The perception of tourists about the quality of tourism is very big in terms of the process of visiting.*

*This study aims to conduct further research to determine the effect of perceived quality of tourism on the decision of tourists visiting the city of Bandung. This type of research is a quantitative study with a causal descriptive research method, using the sampling method used is nonprobability sampling by distributing questionnaires to 121 respondents. The results showed that respondents assessed the quality of tourism perception, which has a value of 76.38% this can be categorized as "high", because the perception of tourism quality is in accordance with what is expected by respondents for example, in terms of tourism management or in terms of comfort for respondents (tourists) while the decision to visit has a value of 78.02%, this can be categorized as "high", because the city of Bandung for respondents is one of the decision to visit for a vacation or vacation. The effect of Tourism Perceived Quality simultaneously on the Visit Decision of Bandung City was 77.6% while the remaining 22.4% was effect by other factors not examined by the authors.*

*Keywords: Perceived Quality, Decision to Visit*