

ABSTRACT

Realizing Bandung as a city-based Smart City is a creative effort to improve the competitiveness of the citizens, both at the level of regional, national, and even international. The Bandung City Government is expected to establish a system that can serve the interests of society in a better care of licensing. Hay.U Bandung is a smart permitting the use of information systems, so as to manage licensing can be done anywhere. But the performance of the public sector must be observed and evaluated. Then conducted research on the effectiveness of the judgment on Hay.U Bandung whether successful or not. Thus, the authors conducted a study entitled "Service Effectiveness Hay.U Bandung (Study in Badan Pelayanan dan Perizinan Terpadu Kota Bandung).

The purpose of this study was to investigate the implementation of the work done BPPT Bandung in effecting the licensing service through Hay.U Bandung. Factors of this research using analysis PIECES, consisting of performances, information, efficiency, control, economy and service.

This research is a descriptive study. With qualitative methods. As well as the sampling technique used is non-probability sampling with purposive and snowball sampling method.

Based on the results of data processing, most indicators of performance factors, information, efficiency, control, economy, and the service was as expected with the achievement of objectives and support the performance of users and employees.

Results of research on the effectiveness of Bandung Hay.U this Badan Pelayanan dan Perizinan Terpadu should focus on providing convenience when users enter the data, the user is still troubled when input data as much to be attached. Then increase the accuracy of the information that can increase the effectiveness of the *online* licensing system through Hay. U Bandung.

Kata Kunci : Effectiveness, Hay.U Bandung, Online Licensing, Analysis *PIECES*.