

## ABSTRACT

*In order to increase the improvement and quality of service to the public, the government uses ICT as a form of E-Government. Bandung as a pilot smart city has already implemented the development of electronic-based government in various aspects.*

*In line with the purpose, BPPT Bandung participated in developing the Smart Government Bandung by applying online licensing system. The use of online licensing aims to be able to avoid things that are not desirable as the practice of brokers, illegal charge and negotiation.*

*After pre survey questionnaire spread directly to businesses in 7 Sentra Industries in Bandung city to find out how effective the service, none of the businesses in seven industrial centers that already use online licensing service. Thus, in this study to delve deeper into the problem that occurred, quantitative methods -- which was originally used -- converted into qualitative methods.*

*The focus of this research was to determine the effectiveness of online licensing in the Industrial Center of Bandung. This study gathers data sources through a semi-structured interview technique and participants observation to seven informants representatives 5 Industrial Center Bandung. The analysis technique used is descriptive statistics. The variables used is effectiveness with 3 short-term dimensions; production, efficiency and satisfaction.*

*Results showed the ineffectiveness of online licensing BPPT Bandung, which can be seen from the effectiveness of the criteria used. in terms of production, the requirements for completeness business license in the online licensing program still seems difficult.*

*Keywords: Effectiveness; Online Licensing; Smart City;*