

ABSTRACT

This study aims to determine the level of customer satisfaction on the website of Badan Pelayanan Perizinan Terpadu Kota Bandung. In this research there are five aspects of the assessment of trust, web design, e-readiness, security and quality of service. Sampling technique used in this research is the technique of non-probability sampling with the number of respondents of 385. Data analysis techniques in this study using the method of customer satisfaction index and important performance analysis. Overall the results of this study show the satisfaction of the public on the quality of service on the website licensing agency integrated licensing city of Bandung.