

## **ABSTRACT**

In 2016, the number of Internet users in Indonesia was 132.7 million users or about 51.5% of the total Indonesian population, and around 63.1 million internet usage came from smartphone users. Cities in Indonesia are experiencing many positive changes and Indonesia is implementing Smart City. Bandung is one of the Smart City. One of innovative application of Bandung Smart City is made an application to help business actors in Bandung city to facilitate in doing business licensing by using an application called GAMPIL. But, in terms of business licensing implementation using GAMPIL Application, there are still some problems that need to be improved. Therefore, a good user experience of GAMPIL Application is one of the challenges that must build to create user satisfaction.

This research is a quantitative research with 398 respondents as sample. How to collect data by distributing questionnaires using five points Likert scale. The research method used in this study is the Analysis of Level Values, Normality Test, Multiple Linear Regression, T Test, F Test, Dominant Variable Test and Coefficient of Determination.

Based on the results of this study obtained the results of the analysis of levels indicate that GAMPIL Application user has a moderate category in functionality, emotional, trust, and service quality and also has a moderate category in user satisfaction level in the continuum line of research. The result also shows functionality, emotional, trust, and service quality both partially and simultaneously influence user satisfaction of GAMPIL Application. Functionality, emotional, trust, and service quality partially influence user satisfaction of GAMPIL Application users. Service Quality (X4) has the highest contribution that is 30.2%. Followed by Trust (X3) with 26.4%, then Functionality (X1) with 21.9%, while the Emotional (X2) has the lowest contribution, which is only 20.7% the influence on the User Satisfaction (Y). User experience variable influences user satisfaction variable by 99.2% and the remaining 0.8% are influenced by other variables.

*Keyword: user experience, user satisfaction*