

## TABLE OF CONTENT

<b>APPROVAL PAGE .....</b>	<b>III</b>
<b>DECLARATION OF ORIGINALITY .....</b>	<b>IV</b>
<b>ACKNOWLEDGMENT .....</b>	<b>V</b>
<b>ABSTRACT .....</b>	<b>VII</b>
<b>TABLE OF CONTENT .....</b>	<b>VIII</b>
<b>LIST OF TABLES .....</b>	<b>XI</b>
<b>LIST OF FIGURES .....</b>	<b>XII</b>
<b>CHAPTER I.....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
<b>1.1 RESEARCH OBJECTIVE OVERVIEW .....</b>	<b>1</b>
1.1.1 Bandung Smart City .....	1
1.1.2 MSMEs (Micro, Small, and Medium Enterprises).....	2
1.1.3 GAMPIL (Gadget Mobile Application for License).....	3
<b>1.2 RESEARCH BACKGROUND.....</b>	<b>7</b>
<b>1.3 PROBLEM STATEMENT.....</b>	<b>16</b>
<b>1.4 RESEARCH QUESTIONS .....</b>	<b>17</b>
<b>1.5 RESEARCH OBJECTIVE .....</b>	<b>18</b>
<b>1.6 SIGNIFICANT OF THE STUDY .....</b>	<b>18</b>
1.6.1. Theoretical Aspect:.....	18
1.6.2. Practical Aspect:.....	18
<b>1.7 SYSTEMATICS WRITINGS .....</b>	<b>19</b>
<b>CHAPTER II.....</b>	<b>21</b>
<b>THEORETICAL REVIEW AND RESEARCH SCOPE .....</b>	<b>21</b>
<b>2.1 LITERATURE REVIEW .....</b>	<b>21</b>
2.1.1 Marketing .....	21
2.1.2 Marketing Management .....	21
2.1.3 User Experience .....	22
2.1.4 Elements of User Experience .....	22
2.1.5 User Satisfaction.....	24

2.1.6 Dimensions of User Satisfaction .....	25
<b>2.2 THE RELATIONSHIP BETWEEN VARIABLES X AND Y .....</b>	<b>26</b>
<b>2.3 PREVIOUS RESEARCH.....</b>	<b>26</b>
<b>2.4 RESEARCH FRAMEWORK.....</b>	<b>31</b>
<b>2.5 RESEARCH HYPOTHESES .....</b>	<b>32</b>
<b>2.6 THE SCOPE OF STUDY .....</b>	<b>33</b>
<b>CHAPTER III .....</b>	<b>35</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>35</b>
<b>3.1 RESEARCH CHARACTERISTICS .....</b>	<b>35</b>
<b>3.2 TOOLS OF DATA COLLECTION .....</b>	<b>36</b>
3.2.1 Operational Variable .....	36
3.2.2 Measurement Scale.....	41
<b>3.3 RESEARCH STAGE .....</b>	<b>41</b>
<b>3.4 POPULATION AND SAMPLE.....</b>	<b>43</b>
3.4.1 Population.....	43
3.4.2 Sample .....	43
3.4.3 Sampling Technique.....	44
<b>3.5 DATA COLLECTION .....</b>	<b>44</b>
3.5.1 Data Source .....	45
3.5.2 Data collection technique .....	46
<b>3.6 VALIDITY AND RELIABILITY .....</b>	<b>47</b>
3.6.1 Validity Test .....	47
3.6.2 Reliability Test .....	48
<b>3.7 DATA ANALYSIS TECHNIQUE AND HYPOTHESIS TESTING.....</b>	<b>49</b>
3.7.1 Descriptive Analysis.....	49
3.7.2 Transformation Data with Method of Successive Interval (MSI).....	51
3.7.3 Classic Assumption Test .....	52
3.7.4 Simple Linear Regression .....	53
3.7.5 Hypothesis Testing .....	54
<b>CHAPTER IV.....</b>	<b>58</b>
<b>RESEARCH RESULT AND DISCUSSION .....</b>	<b>59</b>

<b>4.1</b>	<b>CHARACTERISTICS OF RESPONDENT</b> .....	<b>59</b>
4.1.1	Characteristics of Respondents Based on Gender.....	60
4.1.2	Characteristics of Respondents Based on Age.....	61
4.1.3	Characteristics of Respondent Based on Level of Education .....	61
4.1.4	Characteristics of Respondent Based on Region .....	62
4.1.5	Characteristics of Respondents by Kind of Business.....	63
<b>4.2</b>	<b>RESEARCH RESULTS</b> .....	<b>64</b>
4.2.1	Quantitative Analysis Data Continuum.....	64
4.2.2	Methods Successive Interval (MSI) .....	72
4.2.3	Classical Assumption Test .....	72
4.2.4	Simple Linear Regression.....	75
4.2.5	Hypothesis Testing .....	77
<b>4.3</b>	<b>DISCUSSION OF RESEARCH RESULT</b> .....	<b>81</b>
<b>CHAPTER V</b>	.....	<b>85</b>
<b>5.1</b>	<b>CONCLUSION</b> .....	<b>85</b>
<b>5.2</b>	<b>SUGGESTION FOR THE COMPANY</b> .....	<b>86</b>
<b>5.2.3</b>	<b>SUGGESTION FOR THE COMPANY</b> .....	<b>86</b>
5.2.1	Suggestion for Further Researcher.....	88
<b>REFERENCES</b>	.....	<b>89</b>