

ABSTRACT

The government's current focus is on advancing the digitization of MSMEs with the "ensuring sustainability and inclusive growth" program, this is in line with the United Nations program, namely the Sustainable Development Goals (SDGs) number 8 concerning decent work and economic growth with target 8.2. The Bandung City One-Stop Investment and Services Service (DMPPSTP) provides a convenient solution for MSME activists in the city of Bandung in applying for business licenses through the GAMPIL (Gadget Mobile Application for License) application to make it easier for MSMEs to apply for business licenses, so that the economy continues to grow. and sustainable.

This study analyzes the implementation of the GAMPIL application launched by the One-Stop Investment and Services Agency (DMPSTP) as a convenient solution for MSME activists in the city of Bandung in applying for business permits. To find out how much impact the application has on MSME activists in the city of Bandung.

The method used in this study is to use a mix method approach. The data was collected by distributing questionnaires to 101 MSME respondents in Bandung using GAMPIL, and interviewing 5 related sources.

Based on the descriptive results, the variables performance expectancy, effort expectancy and price value are included in the very high category, while the facilitating condition and socialization variables are in the bottom two places with high categories for facilitating conditions and low for socialization variables.

Variables that influence behavioral intention are price value, habit and perceived security and risks. The variables that influence usage behavior are facilitating condition and behavioral intention variables. As for the moderating variable, only the experience variable moderates behavioral intention towards usage behavior.

Keywords: *UTAUT 2, e-government, sustainable development goals, licensing, MSMEs.*