ABSTRACT

Yopi Eka Setiawan, "Management Information System Integrated Licensing Service One Stop Community Satisfaction and Impact Of Image (image) Cimahi municipal government" under the guidance of Prof.. Dr. Hj. Umi Narimawati, Dra., S.E., M.Sc.

Licensing Services Management Information System Integrated Single Window (PPTSP SIM) is an activity that permits the implementation of the management process from application stage to the stage of the publication of the document is done in one place. Objectives of the integrated one-stop service is to improve the quality of public services, to provide broad access lebihh to the community to obtain public services, for the realization of public service that is fast, cheap, easy, transparent, and to drive the rate peoples' rights to public services so thatcommunities are satisfied with the SIM PPTSP.

The method used in this study is qualitative and quantitative techniques of data collection is done by direct observation in the community Cimahi. These primary data obtained through the techniques of observation, interviews, questionnaires, documentation, and data analysis using data processing using SPSS18.0 For Windows

Results showed that the relationship between the analysis of integrated management information system is the better one door tends to be followed by an increase in satisfaction. Then the relationship between management information system integrated one-stop licensing service provides great influence in improving the corporate image and corporate image is influenced by this society diikiti satisfaction with the positive assessment given by the community to the City Government cimahi.Thus the results of the analysis of management information systems integrated one-stop licensing service in municipal government is getting better Cimahi have an impact on people's satisfaction and also the image Cimahi municipal government.

Keywords: *integrated one-stop licensing service to the satisfaction and corporate image*