

**MODEL STRATEGI PENINGKATAN KINERJA *SMART CITY***

***SMART CITY PERFORMANCE IMPROVEMENT STRATEGY MODEL***

**DISERTASI**

Diajukan untuk Memenuhi Sebagian dari Syarat  
untuk Memperoleh Gelar Doktor Ilmu Manajemen



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**2021**

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# Smart City Performance Improvement Strategy Model

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Sebuah Disertasi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Doktor Ilmu Manajemen (Dr.) pada Sekolah Pascasarjana Universitas Pendidikan Indonesia

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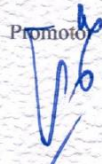
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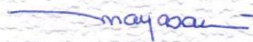
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## ABSTRAK

Anton Budi Santoso, NIM: 1608452, Model Strategi Peningkatan Kinerja *Smart City*

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*Smart City* merupakan suatu konsep perencanaan kota yang memanfaatkan teknologi informasi dan komunikasi sebagai sarana pendukungnya untuk meningkatkan kualitas hidup masyarakat kota dan pelayanan publik. Adapun yang menjadi tujuan dilakukannya penelitian ini adalah untuk mengetahui pengaruh lingkungan eksternal dan internal terhadap Kinerja *Smart City* yang dimediasi secara paralel dan serial oleh Strategi Kemitraan dan Program *Smart City*. Penelitian ini merupakan penelitian yang bersifat penelitian deskriptif-asosiatif dengan metode penelitian yang digunakan berupa metode penelitian survei, di mana informasi dan data yang berhubungan dengan masalah yang diteliti dikumpulkan melalui daftar pertanyaan tertulis/ kuesioner yang dibagikan kepada para responden. Sementara itu, untuk unit analisis yang dijadikan sebagai responden dalam penelitian ini merupakan Kepala Bappeda pada seluruh kota dan kabupaten di Provinsi Jawa Barat dengan jumlah populasi sebanyak 27 orang. Sehubungan dengan jumlah sampel yang diambil, yaitu sebanyak keseluruhan dari jumlah populasi yang diteliti, maka teknik pengambilan sampel yang digunakan berupa sensus yang merupakan cara pengambilan sampel yang semua anggota populasinya dijadikan sebagai sampel. Selanjutnya, untuk teknik pengolahan dan analisis data yang digunakan, yaitu berupa metode *Structural Equation Model* (SEM) yang berbasis *Partial Least Squares* (PLS). Hasil penelitian menunjukkan bahwa, baik Faktor Lingkungan Eksternal (*Outer Factors*) maupun Faktor Lingkungan Internal (*Inner Factors*), secara bersama-sama tidak memberikan pengaruh langsung yang signifikan terhadap variabel Kinerja “Smart City” (*Smart City Performance*). Tetapi, kedua faktor tersebut menunjukkan adanya pengaruh langsung yang signifikan terhadap keberhasilan hubungan kemitraan di antara pihak-pihak yang bermitra sebagai suatu strategi (*Partnership Strategy*) dalam mewujudkan Program Pengembangan “Smart City” (*Smart City Program*) yang berdampak pada peningkatan Kinerja “Smart City” (*Smart City Performance*).

Kata Kunci: Faktor Lingkungan Eksternal, Faktor Lingkungan Internal, Strategi Kemitraan, Program *Smart City*, Kinerja *Smart City*.

## **ABSTRACT**

*Anton Budi Santoso, NIM: 1608452, Smart City Performance Improvement Strategy Model*

*Promoter: Prof. Dr. H. Agus Rahayu, MP; Co-Promoter: Prof. Dr. Eeng Ahman, M.Sc.; Member: Dr. Moch. Dudih Sugiharto, M.Si.*

*Smart City is a city planning concept that utilizes information and communication technology as a means of support that aims to improve the quality of life of urban communities and public services. The purpose of this study is to determine the influence of external and internal environment on smart city performance mediated in parallel and serial by partnership strategy and smart city programs. This research is a descriptive-associative research with the research method used in the form of a survey research method, in which information and data related to the problem under study are collected through a list of written questions distributed to the respondents. Meanwhile, for the analysis of the units used as respondents in this study is the Head of Bappeda in all cities and districts in West Java Province with a total population of 27 people. In relation to the number of samples taken, namely as much as the number of populations studied, the sampling technique used is in the form of a census which is a sampling method in which all members of the population are used as samples. Furthermore, the data processing and analysis technique used is the Structural Equation Model (SEM) method based on Partial Least Squares (PLS). The results showed that, both External Environmental Factors (Outer Factors) and Internal Environmental Factors (Inner Factors), together did not provide a significant direct influence on the "Smart City" Performance variable (Smart City Performance). However, the second factor shows a significant direct influence on the success of the partnership relationship between the parties that is needed as a strategy (Partnership Strategy) in realizing the "Smart City Program" which has an impact on improving the performance of the "Smart City" "(Smart City Performance).*

*Keywords: External Environmental Factors, Internal Environmental Factors, Partnership Strategy, Smart City Program, Smart City Performance*

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