

ABSTRACT

Bandung is considered to have the best governance in Indonesia. It is because Ridwan Kamil as the Mayor of Bandung, embraced/carried the concept of smart city where it is used to solve urban problems with utilization of ICT. With the support from the people, he hopes this idea can be successfully implemented in Bandung. Therefore, this study is conducted to find out the extent of community satisfaction towards performance of Bandung Smart City development.

Ridwan Kamil formed 10 priority areas; 1) smart government, 2) smart education, 3) smart health, 4) smart transportation, 5) smart surveillance, 6) smart energy / smart grid, 7) smart society, 8) smart payment, 9) smart commerce / smart trading, and 10) smart environment. Those priority areas will be used as research dimensions. This study uses quantitative and descriptive method, with non-probability sampling. The questionnaires are distributed to 400 respondents. While to analyze the data, researcher uses analysis of customer satisfaction index and analysis of importance performance analysis (IPA).

The conclusions of this study, that the respondent's perception of performance of Bandung Smart City based on 10 priorities area are not satisfied because of those 10 priorities area have an average satisfaction level below 100%. As for, the result of IPA analysis indicates that there are 9 attributes that need to be improved and 21 attributes to maintained to maximize community satisfaction on the performance of Bandung Smart City development.

Keywords: Smart City, Satisfaction, Expectation, Perception, Importance Performance Analysis