

ABSTRACT

This study aims to conduct a study to measure the effect of digital readiness and strategies for implementing smart governance on the outcomes of smart governance to realize a smart city within the Bandung City Government. Where this study wants to know more about the relationship between digital readiness and strategies for implementing smart governance on the outcomes of smart governance to realize a smart city.

This study uses a quantitative methodological approach, where the data obtained were analyzed using quantitative descriptive analysis methods through a continuum line and multiple linear regression to determine the relationship between variables. Sampling in this study using purposive sampling method on Civil Servant Bandung City Government.

The results of multiple linear regression from this study found that the variable strategy for implementing and digital readiness could explain the variable outcomes of smart governance by 30.25%. This study also found the result that variable X had a significant influence either partially or simultaneously on the variable outcomes of smart governance. This indicates that the implementation of digital strategy and readiness has proven to have an influence on smart governance in realizing a smart city within the Bandung City Government.

Keywords: *Smart City, Smart Governance, Strategy, Digital Reading, Bandung City Government*