

ABSTRACT

The dominant Indonesian population lives in urban areas. The dense population in the city is the impact of urbanization from living in the village and choosing to live in the city, one of the affected areas is the city of Denpasar, Bali province. Denpasar City as a city that applies the smart city concept shows the government's efforts to provide better services to the community.

This study was conducted to determine the impact of the application of the Smart Economy dimension of the smart city on people's interest in living in the city of Denpasar by taking 9 smart economy indicators.

Therefore, in this study using the SEM and PLS methods with a total of 400 respondents of productive age residents in the city of Denpasar.

From the results of the study, it was found that the Entrepreneurship Indicator from the smart economy dimension was the indicator most felt by the productive age community in Denpasar, then the benefit variable also affected the interest in living in the productive age community in the city of Denpasar.

By taking the results of this research, it is advisable to try to do research with other dimensions that exist in smart cities, or by looking for other indicators in the smart economy to find better research results. It is also recommended to use other research methods to achieve more accurate results, it is also recommended for the government to develop a smart economy dimension that relies on entrepreneurship indicators and review other indicators regarding its application in order to save budget expenditures.

Keywords: Entrepreneurship, Smart City, Society, Population Distribution, Smart Economy, SEM PLS