

## **ABSTRACT**

*Based on the Bandung Smart City (2015) master plan, the architectural design of the Smart City (smart city) development in Bandung City consists of 10 priority areas including energy, trade, security, government, education, environment, population, transportation, health, and finance. One of the efforts of the Bandung city government that is directly related to the above policy is the Bandung Command Center (BCC). Bandung Command Center is an effort towards Bandung Smart City where the supervision is not done manually. This study aims to determine how effective the Bandung Command Center is in improving public services in the city of Bandung.*

*Effectiveness is said to be effective if the initial plans and programs that have been set have been achieved. This approach uses program objectives as criteria for determining success. The target approach in measuring effectiveness begins with identifying and measuring the level of success of the organization in achieving these goals.*

*The method used to identify the problems that occur in this study is a goal oriented approach. The object of this research is the people of Bandung City and the structural officials of the Bandung City Government. Data collection was obtained through distributing questionnaires to 172 respondents.*

*Based on the results of the study, it was stated that the Bandung Command Center analysis was expressed in the form of an assessment of the total score and the percentage of acquisition based on respondents' perceptions. The average value for the effectiveness of the Bandung Command Center in improving public services in the city of Bandung is 3.74. Thus the Bandung Command Center in improving public services in the city of Bandung is in the effective category.*

**Keywords: Effectiveness, Bandung Command Center, Bandung**