ABSTRACT

The city or regency program "Steps Towards 100 Smart Cities" requires the Indramayu Regency to evaluate its Civil Servants (ASN). Indramayu Regency is facing issues related to the smart governance program, particularly the decline in the I-CETA (Indramayu Cepat Tanggap) program.

The purpose of this research is to determine the influence of ASN knowledge levels and service quality on the effectiveness of the smart governance program I-CETA (Indramayu Cepat Tanggap). This study employs a quantitative method with a population of 174 Civil Servants (ASN) from West Indramayu Regency and uses a saturated sample. The analysis technique used in this research is multiple linear regression analysis, with sampling techniques using saturated samples per district in West Indramayu. The theory used in this research is the smart governance theory proposed by Subkhan (2017).

Based on the results of the multiple linear regression analysis, it is found that knowledge levels and service quality have a significant and positive effect, both partially and simultaneously, on the effectiveness variable.

The results of this research are expected to serve as an evaluation for the Indramayu Regency government to pay more attention to the smart city program. Efforts can be made to improve the smart governance program and ensure that employees adhere to disciplinary values and increase their knowledge to perform their duties well.

Keywords*: Knowledge Level, Service Quality, Effectiveness, Smart city, Smart governance*