

ABSTRACT

The digitalization of data services plays a crucial role in supporting decision-making based on valid and up-to-date information. To support this, the Government of Cirebon City launched a policy through the *Cirebon Satu Data Portal* as part of the implementation of the *Satu Data Indonesia* initiative, aimed at promoting data integration and transparency at the regional level. However, in practice, this policy still faces several challenges, including infrastructure limitations, human resource readiness, and employees' awareness of the urgency to adopt digital systems. Therefore, this study aims to measure the extent to which the implementation of the *Cirebon Satu Data Portal* policy influences the digitalization of data services within the Cirebon City Office of Communication, Informatics, and Statistics.

This research employs a quantitative approach with an associative method, using questionnaires as the data collection instrument. The sampling technique used is saturated sampling, involving the entire population of 80 employees as respondents. Data were analyzed using simple linear regression analysis to measure the influence of the policy implementation (Variable X) on the digitalization of data services (Variable Y).

The results show that the implementation of the *Cirebon Satu Data Portal* policy has a significant effect on the digitalization of data services. This is supported by a t-test result with a significance value of 0.000 (< 0.05) and a t-count of 10.381 ($> t$ -table). The coefficient of determination (R^2) is 0.580, indicating that 58% of the variation in digital data services is influenced by policy implementation, while the remaining 42% is explained by other variables.

Keywords: Policy Implementation, Cirebon Satu Data, Digitalization of Data Services, Public Administration