

## ABSTRACT

The increasing of the customer from an operator is not only causing the increasing of its income but also the decreasing of its quality. The decreasing of quality can be seen from the increasing of failed calls that is caused by several factors, for example being hindered by a building, the customers who are out of BTS, and busy connection. To prevent the decreasing of quality, network optimization with drive test method should be done. Network optimization is a process to increase connection quality based on KPI standard.

In this final project, the cause of decreasing of the decline in network quality based on customers complaint's data for Tri operator. The area that was observed was West Bandung. Parameters that was taken was RSCP, Ec/No.

From the result of this walk test, the optimization of 3G network can be done. it is obtained that RSCP>80% and Ec/No>70% (case 1), RSCP>78% and Ec/No>67% (case2), RSCP> 82% and Ec/No>75% (case3). The result of 3G network optimization in west bandung regency case 1 are RSCP 98% and Ec/No 75%, in case 2 are RSCP 80% and Ec/No 7%, in case 3 are RSCP 90% and Ec/No 80%. From the data comparison between operator Tri KPI standard with the result of 3G network optimization for solving low throughput and low coverage reaches the optimum value. Or it can be said that the customers have been able to use all service.

Keywords: 3G, West Bandung Regency, Customer Complaint, KPI, drive test, walk test, RSCP, Ec / No.

