

## **ABSTRACT**

*Telecommunication industry in South East Asia is still performing good growth, as seen from market penetration that is increasing from 3.8% on 2000 to 71.1% on 2017. However, eventhough number of subscribers and revenue of telecommunication operators are growing, data from 2008 to 2017 shows that EBITDA margin & ARPU decreased with rate (CAGR) as -1.12% and -4.42% respectively. Hence it is required to do research regarding the efficiency of telecommunication operators in South East Asia.*

*This research is performed to reveal and compare the efficiency of 14 telecommunication operators in South East Asia during observation period 2008-2017 using Data Envelopment Analysis (DEA) method. Out of 14 telecommunication operators observed, it can be concluded that Telkomsel (Indonesia) has highest efficiency score and TrueMove (Thailand) has lowest efficiency score. Meanwhile, out of 5 countries observed, Indonesia has highest efficiency score and Philippines has lowest efficiency score*

**Keywords:** *Telecommunication, Efficiency, Data Envelopment Analysis (DEA), Average Revenue Per User (ARPU)*