

ABSTRACT

PT XYZ is a company engaged in the provision of telecommunications infrastructure, which faces challenges in maintaining the quality of tower asset data, especially in terms of data validity and completeness. This study aims to analyze the influence of staff participation, compliance with standard operating procedures (SOPs), system integration, and management commitment on the quality of telecommunication tower asset data at PT XYZ.

This study used a quantitative approach with a cross-sectional design, involving 231 respondents selected through purposive sampling technique from a total population of 537 employees. The data collected was analyzed using multiple linear regression method with the help of SPSS software version 25.

The results showed that staff participation, system integration, and management commitment had a positive and significant effect on asset data quality, while SOP compliance had no significant effect. Management commitment is the most dominant factor. It is recommended that PT XYZ strengthen management commitment, increase staff participation, and optimize system integration to maintain data quality. SOP socialization efforts still need to be carried out as part of sustainable data governance.

Keywords: data quality, staff participation, SOP compliance, system integration, management commitment, telecommunications tower.