

ABSTRACT

The company will last longer if able to meet the expectations and needs of its customers. Especially in the Telecommunication Industry, where Telecommunication customers need has started to change from Voice and SMS phase, then switch to Data and now towards the Digital era.

Telkomsel has a subscriber of nearly 200 million with its 13% entry in the High Value Customer (HVC) category where majority of these customers have started to enter Digital needs. Of course if talking about Digital, need a supportive infrastructure, especially in terms of Coverage and Capacity Network. Telkomsel needs to ensure that deliverable services can be enjoyed by customers well and comfortably.

In fulfilling Network Quality, it turns out that there are still many Telkomsel 4G BTS that are still below Rp. 40 Million in revenue, which means they have not provided the maximum contribution in terms of Telkomsel's revenue. In building 4G BTS, of course need to pay attention to the needs and mobility of customers, so that in this thesis the author will analyze the impact of customer mobility in the construction of 4G BTS where the analysis technique by comparing between 4G BTS built during 2018 with attention to aspects of High Value Customer customer mobility.

With the above techniques will be able to infer how much impact of customer mobility High Value Customer in the construction of 4G BTS in terms of increased revenue and payload 4G BTS is generated.

Keywords : *Telecommunication Industry, Digital era, High Value Customer, Network Infrastructure, Coverage and Capacity Network, Revenue and Payload of 4G BTS..*