

ABSTRACT

In an effort to maintain relevance and competitiveness in the continually evolving telecommunications industry, PT Telkom Akses Tangerang not only positions itself as a key player in the telecommunications ecosystem of Tangerang, Banten but also understands the rapidly growing needs in the era of technology and digitalization. With a focus on fast, reliable, and innovative services, the company has crafted a strategy that integrates cutting-edge technology with a robust infrastructure. This research adopts a comprehensive approach by analyzing Key Performance Indicators (KPI) provisioning. KPI provisioning serves not only as an evaluation tool for the efficiency of resource provisioning and infrastructure but also as a window providing deep insights into the quality and responsibility in addressing customer needs. The analysis is directed towards a profound understanding of factors influencing operational performance, enabling the company to proactively identify potential improvements. The expected outcomes of this research are anticipated to make a significant contribution to PT Telkom Akses Tangerang. With a deeper understanding of strengths and weaknesses through KPI provisioning, the company can design and implement targeted and effective improvement measures. Overall, this research paves the way for the development of better strategies in optimizing services, enhancing customer satisfaction, and strengthening the competitive position of PT Telkom Akses Tangerang in the dynamic telecommunications market.

Keyword : KPI Provisioning, PT Telkom Akses Tangerang, Telecommunications, Technology