

ABSTRACT

With the development of the times the use of cell phones is increasingly developing because of the daily needs of humans that cannot be separated from today's cellular phones. As a result, several telecommunication companies are competing to continue to improve the quality of their services. Therefore, the Test Drive is needed as a first step in optimizing the cellular network by searching and analyzing measurement data in the form of voice and data in a certain area. *Drive Test* in Jepara district on voice services at Telkomsel providers, using WCDMA and LTE signals, which are transmitted by the BTS or Node B site and the resulting quality of Telkomsel's data services in Jepara district is fairly good, seen from the plotting results during the *Drive Test*.

Keyword : Drive Test, Voice, Data, WCDMA, LTE.