

ABSTRACT

Telkom University (Tel-U), Bandung as one of the universities under support of institutions Telkom Education Foundation (YPT) has 7 faculties with 27 courses including study programs in Business Administration (Adbis). Besides having 7 faculties and 27 study programs, the University of Telkom also has many facilities such as lecture building, telkom career center, the official airline partner, dormitories, cafeteria, internet, support facilities, Bandung techno park, learning centers, libraries, sporting tools, places of worship , laboratory and campus area with an area of along 50 hectares. With many of the attributes that have been owned by Telkom University (Tel-U), the purpose from this study is to determine the factors of what makes a student to resgister in the University of Telkom (Tel-U) and finally choose the Tel-U as a college choice to acquire education there.

Elements and factors of decision-making to register in private higher education institutions are meant to use the five theories of decision making Carl Wagner (2009), A. Kusumawati (2010), Cathy D. Herren (2011), Md. Abdullah Al Jamil (2012) and Dr. Raja Irfan Sabir (2013) were combined into 12 elements. 12 of these elements into variable in this study, which consists of Price; Education program (title); Proximity; Physical aspects, facilities, and resources; Value and quality of education; The reputation of the university; Resources of the institution; Influential people; Employment prospects; Campus environment; Psychological (student politics); Admission test.

This research included in exploratory research with quantitative approach. This research is about reseach population or census, which respondents consisted from 288 undergraduate students from study programs Business Administration (Adbis) generation of 2014. However, after the data is distributed, Only 275 respondents who were present. 12 of 288 respondents are not collected with some reason and 1 person did not complete the questionnaire. The research questionnaire has 78 statement. The collected data were processed using the method of factor analysis with assistance by IBM SPSS 20.

This research resulted in two factors that influence the decision to register at the University of Telkom (Tel-U) in the department of science undergraduate students Adbis generation of 2014 were obtained through factor analysis. The second factor are the factor of the university's reputation and employment prospects of 51.208% and the proximity of the

location of 9.011%. The total is 60.219%, so there are other factors at 39.781%, which also affects the students enrolled at the University of Telkom (Tel-U).

Keywords: Selection criteria, student decision making, analysis of factors.