

## ABSTRACT

As time goes by, the growth rate of education have increase. The statistic estimates that the demands for higher education in Indonesia will risen steadily over the next decades. Telkom University is a private higher education institutions established by Telkom Education Foundation under the auspices of PT. Telkom. To win that competition, Telkom University have to know which factors could affect the prospective students for making the decision to choose an institution . The purpose of this study was to determine the factors that influence students decision making to enroll at private higher education (study at business administration programme class 2013 in Telkom University).

The decision to register the intended use of the three theoretical literature previous studies conducted by Padlee et al. (2010), Kusumawati et al. (2010), and Ming Kee Sia (2013), which are combined into 10 variables that consists of : study programme, facilities, location, job prospects, reputation, customer focus, cost, the quality of learning environment, proximity, and the influencers.

Based on the objectives, this research included into a descriptive study and using factor analysis as the methodology. This study involved 247 undergraduate student of Business Administration class 2013 as the respondents. In gathering data through spreading questionnaires, the researcher was using cencus sampling method. The research questionnaire has 64 statement and then the collected data were processed using the method of factor analysis by SPSS 20.

Results of this paper indicate that there is one factor which can influence students decision making to enroll at private higher education (study at business administration programme class 2013 in Telkom University) obtained through factor analysis. In student decision making, the factor that affect the undergraduate student to enroll at business administration in Telkom University is the services of study programme at 64.490 % meanwhile the rest 35.510 % is influenced by the others factors (it were not examined in this study).

**Keywords :** Private University, Choice Criteria, Factor Analysis