

## ABSTRACT

Higher education is very important for every country which is experiencing growth and global development. It is also important to increased participation in social mobility, public life, the attainment of harmony, justice and comprehensive peace both at the national and international. Globalization has told institutions higher education revolutionary changed to ensure human capital produced not to the product with economic, but for based knowledge.

In terms of higher education the decision of the purchase of identical register with the decision. This caused at the time students taking the decision to enroll in a college education, the students will always consider the quality, the price of, and products offered by private universities. The choice of prospective students is the base or an integral part of the theory and research on higher education.

The research is a research descriptive .This study using confirmatory of analysis ( cfa ) used to think about how the variables ( indicators measurable ) good depict or represent a of konstrak numbers .Cfa used to test a confirmation from the theory of measurement that determines how measurable variables describe logic and systematic.

The amount of variance value produced in the process of factor analysis can be used to know the dominant factor in the decision-making register at the university of telkom .Based on produced variance , the study program services and factors as the factor most dominant in the decision-making register at the university of telkom. The percentage of the value of the achievement of the variance is 48,153 % .It means , one factors are can explain the tenth early variables .

The dominant factor or factors are the most support decision-making register at the university study program is a factor of telkom services offered by the university of telkom .The fact this shows that in choosing college students will study very attention to the program offered by the universities .The students will conduct a comparison with other colleges based on quality of being offered and the consistency of purpose or their aspiration