ABSTRACT

To build the quallified Human Resources (HR) in enforcing the personality, the assertion of independence of the nation, establishing national revival synergies to be achieved through education, one of that is through formal education by educational institutions. Indonesia has two types of college, those were public colleges and private colleges. Various of program studies that were offered by both types of universities, one of those is the Science Communication

There are so many universities that offer Degree of Science Communication. One of which is the Telkom University. With many colleges that offer the same program study, it will cause the decision making factors to enroll in college. This research discusses factor analysis of student enrollment decision making at privete education (survey at Telkom University course Science Communication 2014)

This research uses the quantitative research and a descriptive study. This type of research can be grouped according to the objectives, approach, and the level of explanation, as well as analysis and data types. At the level of explanation, this reserach intends to explain the position of the variables examined and the relationship between one variables of the other variables. Data was obtained through census as many as 249 of the total 321 students of Science Communication 2014 of Telkom University.

From the results of this research by using factor analysis, then variance value that wa obtained is 3,613 and the percentage variance is 51.613%. The total percentage of variance in this research is 51.613% that means one of these factors can explain 51.613% of the initial variables and there are other factors that valued 48.387% which to be factor in the decision making to enroll a private college to students of Science Communication 2014 of Telkom University.

It can be concluded that there is one factor of the decision-making factor to enroll in private college to students of Science Communication 2014 of Telkom University. This factor is chosen as the determining factors in the decision making to enroll a private college because this factor could represent factor of academic quality and facilities, institutional information, socialitation presearch behavior, search behavior, application behavior, choice decision.

Keywords: decision making, factor analysis