ABSTRACT

To build the Human Resources (HR) quality in enforcing personality, assertion of national independence, national revival synergies to be achieved through education, one through formal education by educational institutions. Indonesia has two types of primary school education that public primary schools and private primary schools. With many primary schools offer, it will cause the drivers of decisions parents choose primary school. This study discusses the analysis of driving factors influencing the decision of parents choose SD Islam Al-Azhar 16 Cilacap.

This research uses a quantitative and descriptive study. This type of research can be grouped according to the objectives, approaches and levels of explanation, as well as analysis and data types. At the level of explanation, this research is intended to explain the position of the variables that were analyzed and the relationship between the variables of the other variables. Data obtained through this census as many as 100 of the total 298 workforce in 2013 to 2016.

From the results of research using factor analysis, the obtained value of 80.123% variance. From the overall initial variable is the driving factor that affects parents choose SD Islam Al-Azhar 16 Cilacap. Can disimpilkan that there is one factor is the driving factor influencing the decision of parents choose SD Islam Al-Azhar 16 Cilacap namely teachers' teaching quality factor. This factor is selected as the factors driving the decision of parents choose SD Islam Al-Azhar 16 Cilacap because of this factor may represent a factor of academic and facilities.

Keywords: *decision making , analysis of factors*