

## ABSTRACT

As time goes by, competition in education have increase because education is most important among all of us. In today's Communities have the ability and opportunity to choose the school that best suits him. Consequently, the school must be able to follow the demands and expectations of society so that they can survive and thrive. In some societies the cost of education is not a problem means. Sometimes choosing a school is as easy as geography the one closest to home is the right one. But for someone, school selection can be a more complicated decision. High school BPI 1 Bandung is private schools located in jl.Burangrang no.8. To win competition in education. High school BPI 1 Bandung have to know which factor could affect the prospective students for making the decision to choose an school. The purpose of this study was to determine the factors that influence students decision making to enroll at high school BPI 1 Bandung to students 2015 generation.

The decision to register the intended use of three theoretical literature previous studies conducted by Yasid Yud Padmono (2011), Wan Surayani (2012), and Md. Abdullah Al Jamil et al (2012) which are combined into 15 variables that consist of: cost, facility, quality, referencelocation, motivation, reputation, comfort, product, service, safety, promotion, process, physical evidence and selection.

Based on objectives, this research included into a descriptive study and using factor analysis as the methodology. This study involved 330 students of high school BPI 1 Bandung. In gathering data through spreading quetionnaires, the researcher was using cencus sampling method. The research questionnaire has 35 statement and then the collected data were processed using the method of factor analysis by SPSS.

The results of this research illustrate the five supporting factors of decision making students enroll in high school BPI 1 Bandung fashion obtained using factor analysis. The five factor are the reputation 17.673%, product 10.961%, Phisycal Evidence 10.069%, comfortable 9.198% and reference 8.251. The total is 56.116%. So there are other factors at 43.884%, which also affects the students enrolled at the high school BPI 1 Bandung.

Keywords: Choice Criteria, Factor Analysis, SMA BPI 1 Bandung