

## ABSTRACT

*As time goes by, the growth rate of education have increase. Telkom University is a private higher education institutions established by Telkom Education Foundation under the auspices of PT. Telkom. To win that competititon, Telkom University have to know which factors and what dominan factor to determine the prospective students for making the decision to choose an institution. The purpose of this study was to determine the factor and dominan factors that students decision making to enroll at private higher education (study at Telecommunications Engineering programme class 2016 in Telkom University).*

*Based on the objectives, this research included into a quantitativ study and using factor analysis as the methodology. This study involved 232 undergraduate student of Telecommunications Engineering class 2016 as the respondents. In gathering data through spreading questionnaires, the researcher was using cencus sampling method. The research questionnaires has 53 statement and then the collected data were processed using the method of factor analysis by IBM SPSS 20.*

*Results of this paper indicate that there is two factor which can determine student decision making to enroll at private higher education (study at Telecommunications Engineering programme class 2016 in Telkom University) obtained through factor analysis that are the factor the quality of learning environment and factor the influencers.*

***Keywords: Telkom University, Students Decision Making, Analysis of Factors.***