

ABSTRACT

Telkom University Bandung is a university under the auspices of educational institutions Telkom Education Foundation (YPT) which has 7 faculties with 27 courses, including one of which is a Business Management course Telecommunications and Informatics (MBTI). As a new university, this campus has complete facilities to support teaching and learning activities. The purpose of this study was to determine what factors and what dominant factor that makes a student enrolled at the Telkom University and ultimately chose Tel_U as a college choice.

This research uses the elements and factors of decision-making in institutions of higher education, the selected element is a combination of five decision theory are combined into 12 elements. 12 of these elements into a variable in this research, which consists of Price; Education program (title); Proximity; Physical aspects, facilities, and resources; Value and quality of education; The reputation of the university; Resources of the institution; Influential people; Employment prospects; Campus; Psychological (student politics); and Entrance test.

This research included in the research explorative with quantitative approach. With respondents consisted of 213 undergraduate students courses 2014 MBTI force generated three factors that influence the decision to register at the University of Telkom (Tel-U) in the department of science undergraduate students MBTI force in 2014 obtained through factor analysis. The third factor is the factor of 38.676% educational programs, the university's reputation factor of 18.517% and the environmental factors and campus information sum of 12.113%. The total is 69.306% so that there are other factors at 30.694%, which also affects the students enrolled at the Telkom University.

Keywords: *Selection criteria, student decision making, analysis of factors.*