

ABSTRACT

Telkom Bandung University as a university under the auspices of the education agency Telkom Education Foundation (YPT) which has 7 faculties with 27 courses including one of them is a study program in Marketing Management D3. 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 are shaping the decision-making students in choosing courses Marketing Management D3 Telkom University who registered by them.

This study uses a decision-making factors enroll in higher education institutions, the factors chosen is a combination of five of decision theory are combined into 17 factors. 17 of these factors into variables in this study, which consists of the cost of education, accreditation, marketing communication, the image of the college, motivation, attitude of service, facilities, circumstances, conditions, processes, promotion, information, parents / families, the quality of education, employment opportunities , the reputation of the institution and the social environment.

This study includes research into the explanation with quantitative approach. With respondents consisting of 119 students of D3 Marketing Management class of 2014. This study resulted in the factors affecting the decision to register at the University of Telkom in Marketing Management class D3 students in 2014 obtained through factor analysis. These factors are a factor of 71.979% condition, so there are other factors at 28.021%, which also affects the students enrolled at the University of Telkom.

Keywords: decision-making students, factor analysis, the selection criteria.