

## **ABSTRACTS**

*The competition of private universities (PTS) in recruiting new students is very strict. Telkom University is one of the private universities in the city of Bandung. It is a college owned by the three best universities in Indonesia in 2018 according to Ritek Diti. Telkom University at that time had only been established for five years but had been awarded the top 10 best universities. The tight competition of Private Universities in Indonesia with the number of students is 2,679,248 with the number of universities in Indonesia as many as 492, thus making competition for prospective students. This study aims to study the decision making process of 2018 students in choosing Telkom University. This research uses descriptive causality research with a quantitative approach. conducted to new students of Telkom University generation 2018. In this study data was collected by questionnaire on 379 respondents taken in proportionate random sampling.*

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*Based on the results of this study the Choosing Decision Process has a percentage of 73.06% with the category "good" in the descriptive analysis, in other words, students have a high or good tendency to choose Telkom Universities.*

*Keywords: Choosing Decision Making Process*