ABSTARCT

The Indonesian government encouraged the process of internationalization of higher education, one of which was by encouraging an increase the number of foreign students studying in Indonesia (student inbound). There have been programs initiatives to encourage this matter, both directed to prospective students and to the managers of the International Office with the aim that Indonesia can become a destination for study destination. However, based on UNESCO student flow data2018, it can be concluded that Indonesia is not yet a popular study destination for students even in the ASEAN region, therefore it is necessary to know the factors that drives foreign students to choose Indonesia as an educational location.

The factors that will be examined are: **Country Environment** *with sub variables perception about Indonesia, academic quality, environment (climate and weather), marketing programs, immigration process, cultural / language learning opportunities,* **Institutional characteristics** *with sub variable programs offered, significant others who influence country choice, creative capital, significant others who influence university selection, university academic quality, financial assistance / scholarships, interaction with lecturers and research topics, university location, city location with sub variable diversity, level of tolerance and nondiscrimination factors.*

This research is a descriptive study that uses quantitative methods. Data collection was done through distributing questionnaires to 106 foreign students studying in Indonesia. The data analysis technique used descriptive analysis techniques and Principal Component Analysis (CPA) factor analysis techniques followed by varimax rotation.

From 20 factors adopted, the results showed that there are 2 new factors namely academic and scholarship factor and geographic and bilateral relationships that consider by foreign students to choose Indonesia as study destination.

Keywords: internationalization of universities, foreign students, student mobility