

ABSTRACT

This study aims to determine and driving factors analysis that affecting parents desicion to choose primary schools in the bandung regency as a reference to establishing business education.

The population in this study are the parents of elementary school students in Bandung Regency. This research is a descriptive research. The sample collection was done by spreading the questionnaires, using the method of nonprobability sampling with incidental sampling technique to 100 parents in Bandung Regency. This research uses a factor analysis techniques to find the driving factors that affect parental decisions to choosing a primary school in Bandung Regency.

The results of this study showed that formed one factor called drivers of parents in choosing a Primary School in Bandung Regency, which consists of five sub-factors in sequence, namely: the price of education services, school culture, the physical environment of the school, school location, and customer satisfaction.

Key words : decision making, analysis of factors