FACTORS INFLUENCING UNIVERSITY CHOICES IN BEKASI REGENCY

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ABSTRACT

This study aimed to analyze factors affecting university choices in Bekasi Regency. This research based on increasing number of university that caused high competition among them. To support the competitiveness, each university have to prepared a good quality to attract the students. To collect the data, this research used purposive sampling which the sample size was 250 respondents. To test the model, this research conducted Structural Equation Modelling to identify the most factor influencing university choices. The results showed that factors affecting university choices in Bekasi Regency tend to be dominated by (1) infrastructure, (2) the tuition fees, (3) accreditation and (4) image of university.