

ABSTRACT

Purchasing decision is a process of selecting and determining a product or service that is expected to provide more benefits compared to other products. This happens to prospective students who will be faced with so many considerations. Like Location, Brand Image, and Service Quality on Choosing Decisions. These things will be taken into consideration by prospective students in determining the decision to choose a tertiary institution. In this study the survey method was used. The population was 6021 with a sample of 98 active student respondents at Mercu Buana Jatisampurna University. Sampling using non-probability sampling using a questionnaire. The method used is multiple regression analysis. The results show that Location, Brand Image, and Service Quality simultaneously have a positive and significant effect on Voting Decisions. This is evidenced from the results of multiple linear analysis test which shows the significant value of the variables that support the hypothesis. Therefore, the results of this study state that there is an influence of Location, Brand Image, and Service Quality on the Decision to Choose made by prospective students of Mercu Buana University Jatisampurna.

Keywords: Location, Brand Image, Service Quality, Decision to Choose