

**DIMENSI CITRA PERGURUAN TINGGI SEBAGAI PREDIKTOR PENGAMBILAN
KEPUTUSAN STUDI (STUDI PADA CALON MAHASISWA DI KOTA SURAKARTA)**

***IMAGE OF TERTIARY EDUCATIONAL INSTITUTION ON PREDICTOR STUDY
DECISIONS MAKING (STUDY TO THE STUDENT CANDIDATE IN SURAKARTA CITY)***

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Abstract

The purpose of this research was to examines and evidence empirically the effects the image of tertiary educational on study decisions making. The samples are taken students in Surakarta city. The Multiple regressions model is used to predict the study decisions making.

The result of this study show that factors: the education quality perception, service, facility and class room, lower of cost have significant effect to the study decisions making. Using analysis of multiple regression the research found that the study decisions making is dependent variable and the education quality perception, service, facility and class room, lower of cost education on study decisions making at variable independent

Keyword: image of tertiary educational institution, study decision making