

ABSTRACT

This study aims to determine the influence of tuition fees, promotions, facilities and infrastructure and also reputation on student decision making to choose the Islamic Economics study program, faculty of Economics and Business (FEB) Diponegoro University Semarang.

This research utilize quantitative approach. The variables used in this study are tuition fees, promotions, facilities and infrastructure, reputation, decision making. The method used in this study was by taking questionnaire data that was distributed to active students of the Islamic Economics study program at Diponegoro University. The population used in this study was the number of active students in 2019, 2020, 2021, 2022 which amounted to 615 students. The sample taken was 97 students using the proportional random sampling technique. This study used multiple linear regression processed by using Statistical Package for Social Science (SPSS) version 26.

The results shows that the variables of infrastructure, and reputation influence student on decision-making in choosing a study program, but the variables of tuition fees and promotions do not affect student decisions in making decisions in choosing an Islamic Economics study program, faculty of Economics and Business (FEB) Diponegoro University Semarang.

Keywords: *Tuition fees, Promotions, Facilities and infrastructure, reputation, decision making, Study program.*