

ABSTRACT

Available information could be the reference of high-school students whom would like to continue their studies to higher education. A more comprehensive information regarding a university could motivate students to choose the university, or not to choose the university. This research is aimed to find the effect of reference group, brand image, motivation, social influence, and location to the decision to choose a university (purchase decision) in Jakarta. This research uses quantitative approach with non-probability sampling method with convenience technique. The sample is 174 first semester Jakarta private university undergraduate students. Data was collected by a questionnaire. The data then processed and analysed with Smart PLS 4 software. This research shows brand image, motivation, and social influence positively affect the decision to choose a university (purchase decision), while reference group and location do not positively affect the decision to choose a university in Jakarta.

Keywords: *reference group, motivation, brand image, social influence, location, purchase decision, university decision, private university*