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Submission Detail

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**Journal
Name :** International Journal of Economics, Business and Management Research

**Article
Type :** Research Article

**Article
Title :** The Influence of The Perception of Learning Process and The Perception of
Campus Attraction to Campus Image, Motivation, And Decisions to Follow
Education at BRI Regional Campus Surabaya

Abstract The objective to be achieved from this study is to test and analyze the influence of Learning Process Perception, Perception of Campus Attractiveness, Campus Image and Motivation for Decisions to Attend Education at BRI Regional Campus Surabaya. This research method uses a quantitative approach. This research includes a type of causal-comparative research. This research is a type of explanatory research. The sample population is BRI Regional Campus Surabaya Students as many as 178 students in the 2020/2021 school year. The analysis technique chosen is the structural equation model (SEM) using partial least square (PLS). The results of the analysis can be concluded that the Perception of the Learning Process, Perception of Campus Attractiveness, Campus Image and Motivation have a significant and Positive influence on the Decision to Follow Education at BRI Regional Campus Surabaya

