

**PERCEPTION OF ACCOUNTING STUDENTS FACTORS AFFECTING
CAREER CHOICE**

**(Empirical Study on Accounting Students
Mercu Buana University)**

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ABSTRACT

The aim of this research is to identify the perception of accounting students about the factors which differentiate of career selection. In this research, the student's perception is measured by financial reward, professional training, professional confession, social values, work environment, consideration of labor market need and personality.

The method of collecting data was done by surveyed respondent of Mercu Buana University accounting student. The amount of sample were 74 respondent. Data analysis of this research using one way anova method with SPSS version 17.

The result shows that the difference of student's perception about factors which influencing career choice are professional training and social values. Meanwhile there is no differences perception of salary, professional confession, work environment, consideration of labor market need and personality factor among students.

Key words: career choice, salary, professional training, professional confession, social values, work environment, consideration of labor market need and personality.

**PERSEPSI MAHASISWA AKUNTANSI TENTANG
FAKTOR-FAKTOR YANG MEMPENGARUHI
PEMILIHAN KARIR
(Studi Empiris pada Mahasiswa Akuntansi
Universitas Mercu Buana)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi mahasiswa akuntansi tentang faktor-faktor yang berpengaruh terhadap pemilihan karir. Persepsi mahasiswa dalam penelitian ini diukur dengan variabel gaji, pelatihan profesional, pengakuan profesional, nilai-nilai sosial, lingkungan kerja, pertimbangan pasar kerja dan personalitas.

Pengumpulan data dilakukan melalui penyebaran kuesioner kepada mahasiswa akuntansi Universitas Mercu Buana. Sampel yang digunakan sebanyak 74 responden. Analisis data pada penelitian ini menggunakan one way anova dengan bantuan SPSS versi 17.

Hasil analisis menunjukkan ada perbedaan persepsi mahasiswa mengenai pemilihan karir ditinjau dari faktor pelatihan profesional dan nilai-nilai sosial. Sedangkan ditinjau dari faktor gaji, pengakuan profesional, lingkungan kerja, pertimbangan pasar kerja dan personalitas tidak ada perbedaan persepsi mahasiswa.

Kata kunci: pemilihan karir, gaji, pelatihan profesional, pengakuan profesional, nilai-nilai sosial, lingkungan kerja, pertimbangan pasar kerja dan personalitas.